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*and The Flavor Field*

76th YEAR

AUGUST 1953

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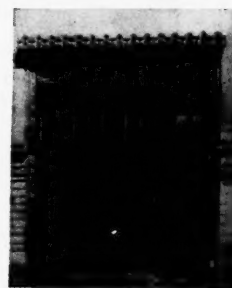
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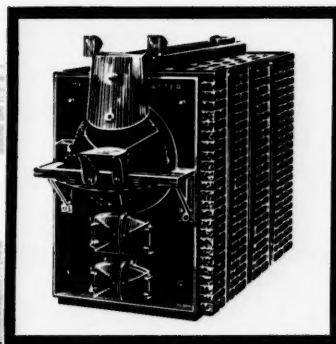
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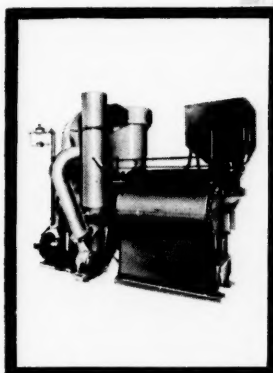
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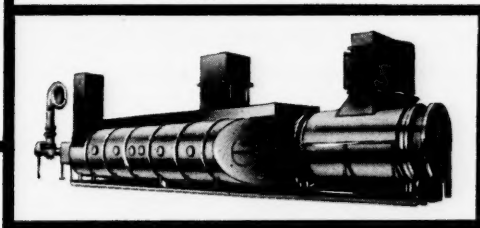
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SAN SALVADOR, EL SALVADOR, C. A.

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AUGUST, 1953

5

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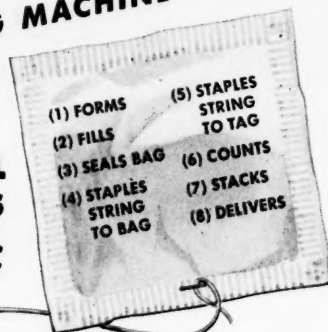
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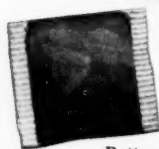


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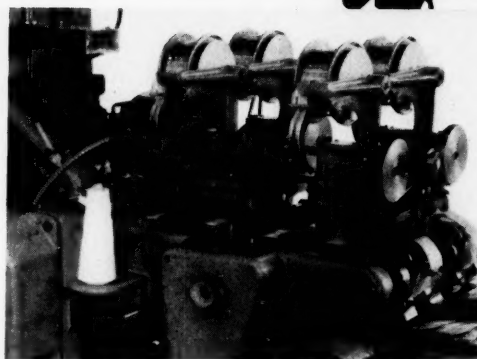
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The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

### 1—COFFEE GRIND INFORMATION

A 40-page catalogue containing information on grinding equipment and methods has just been issued by the B. F. Gump Co. Included is data on weighing, cleaning, feeding and blending systems, with machinery specifications, elevation drawings of installations and pictures of plant setups in this country and Canada. B. F. Gump Co., Inc., 1325 South Cicero Ave., Chicago 50, Ill.

### 2—INSTANT COFFEE DATA

Yours for the asking is a comprehensive survey of the instant coffee field which answers such questions as: How much capital investment do you need to get into the instant market? What additional advertising budget is necessary for instant? What are your chances in competition with national brands? Coffee Processors, Inc., 1111 North Halsted Street, Chicago, Ill.

### 3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic de-plex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

### 4—COFFEE, COCOA AND PEANUT MACHINERY

Pamphlets and circulars describing the low temperature process of roasting coffee which has been extended to continuous roasting machines for peanuts and cocoa beans; also circulars on machines for cleaning these commodities. A new brochure covers the "Thermal" process of roasting. Booklet on Granulators also available. Jabez Burns & Sons, Inc., 111th Ave. and 43rd St., New York 36, N. Y.

### 5—COFFEE BAGS

New coffee profits, more outlets and greater distribution is claimed for one-cup coffee bags packed by the roaster right in his own plant. An illustrated, four-page folder describes Cup Brew Coffee Bags and tells how roasters can use them to improve their market position. Cup Brew Coffee Bag Co., 1715 Logan Street, Denver 5, Colorado.

### 6—COFFEE MILL

A booklet describes a new type roller mill said to grind coffee in such a gentle manner that no heating of the coffee occurs to affect quality or flavor. Moore Dry Dock Co., Industrial Machinery Division, Foot of Adeline St., Oakland 4, Cal.

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AUGUST, 1953

Formerly THE SPICE MILL

# COFFEE & TEA INDUSTRIES and The Flavor Field

76 Year

AUGUST 1953

Vol. 76, No. 8

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76th Year



T. M. Reg.

**Pioneer Publication in Coffee, Tea, Spice, Flavor**



The Indianapolis, Ind., plant of the Hoosier Coffee Co., with the green coffee storage silo looming against the sky. Coffee really lends itself to bin storage better than grains, says Clarence Irish, Hoosier Coffee Co. president. This conclusion is based on eight years of actual experience with silo storage in day-to-day operations of the roasting plant.



## silo storage of green coffee

By CLARENCE R. IRISH, President  
Hoosier Coffee Co.

There is nothing new in our method of storing green coffee, for we have followed design and construction proved satisfactory in the handling of grain. We have come to the conclusion that coffee really lends itself to bin storage better than wheat, corn and other grains.

We have not found it necessary to aerate coffees to prevent heating. We have also failed to see the difficulty in channeling or separating—even the peaberry beans from the flat beans which we had been told would be one of the problems to overcome.

Numerous tests were made at various depths in our bins of coffee to obtain temperatures and we found that there was very little need for alarm. During our eight years of operation with storage bins, we have encountered no difficulty at all from this angle.

We have ten bins with a capacity of over 500,000 pounds of coffee, depending on the weight per cubic foot.

The bins follow the cribbing design, the framework being two by sixes lined on the inside with one by six sheeting and then with 22 gauge galvanized iron. The outside is also lined with one by six sheeting and then with one-quarter inch concrete board.

This construction gives us a very even temperature inside the bin, and we feel it adds to the character of the coffee in aging and is especially advantageous when the new crop coffees are coming through enabling us to blend them with the older coffees already mellowed in the bins.

Our railroad switch is across the street from our plant. As we cut the bags at the car we shuttle the coffee across the street to our receiving bin in a specially designed dump truck with a capacity of 3,000 pounds.



The body of this truck is so designed that it comes level with the floor of the car. We truck the bags of coffee on top of this body and dump them through a port hole. This eliminates lifting bags of green coffee and enables us to unload a car in a very short time, as the 3,000 pounds are dumped and the truck returned to the car during the time that the man in the car is cutting open bags of coffee for the next truck load.

When we bring coffee through in trucks from the port of entry, it is a very simple matter for the trailer to be backed up to our receiving tank, at which time we follow the same procedure as in the rail car, cutting the bags, trucking them and dumping them into the receiving hopper.

By having our storage bins separate from our main plant and also by having exhaust fans hooked up with this dumping operation, we have been able to control most of the dust and dirt.

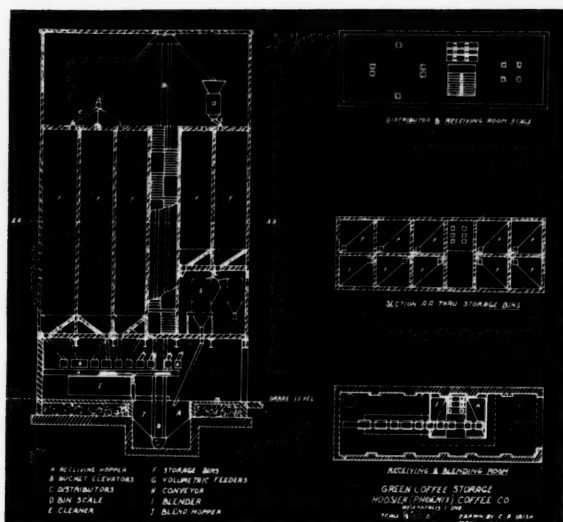
The flow of our green coffee is first received in receiving hopper (A) and gets its first cleaning through two one inch mesh screens and also through the operation of the exhaust fans, which carry all the loose dust out of this dumping operation.

Then the coffee is transferred up to our distributor and receiving room scales through bucket elevators (B). It is run through the bin scale (D), where we get the printed receipt of the weight and then is dropped into a receiving hopper from which it passes through a Jabez Burns cleaner and is returned to hopper (A).

The coffee is again elevated through a second series of bucket elevators and is then moved into its respective hopper for storage.

We have one additional cleaning which is done when the coffees are blended, making a total of three cleaning operations in the green coffee storage department.

In our blending setup, each of the storage hoppers is connected with a volumetric feeder which feeds to the batch blender, enabling us to blend three batches of 3,000 pounds



A diagram of the green coffee silo storage system used by the Hoosier Coffee Co., packers of Phoenix Coffee. Results show bulk shipping of coffee would also be practical, says Mr. Irish.

each per hour, automatically. As the controls are electric and pneumatic, it is simply a matter of throwing into the operation any one of the ten volumetric feeders we want to form the particular blend, start the operation and turn it off when we have sufficient coffee blended and stored in the "blended" hopper.

From the "blended" storage bins we drop the beans by gravity into a volumetric hopper set for 560 pounds of green coffee, and by merely opening the gate on the hopper we get one charge of coffee for a roast.

Uniformity is one of the most important things to maintain, especially for a roaster catering to the restaurant and hotel business, and we feel that our method of handling and blending green coffee has helped a great deal in this respect.

Following are the principal things we feel have been accomplished through our method of green coffee operation:

**"Easy Does It"**—As we do not lift green bags of coffee, it is not necessary to have husky men unloading them. We merely take men from our packing room to cut open and dump the bags of coffee.

**Saves Labor**—Where we originally had six men to handle a carload of coffee, we now do the work with two men as a rule—never over three—and we do the job in half the time the larger crew used to take. We do not handle the bags a second time during the roasting period. That is done automatically.

**Adds Confidence**—There is a great deal of satisfaction in knowing what you are doing and that you have eliminated the mistakes which occur periodically when the human element is involved to a large degree.

**Provides Accurate Weights**—We have printed records of all the coffee received over the past eight years, the amount of dirt removed from each chop of coffee and the exact tare on the bags—all of which we feel is valuable and is obtained at no extra expense.

**Blending Is Accurate**—The volumetric feeders are very easily adjusted with the micrometer setting, allowing us to be very accurate on the percentages. Inasmuch as the feeders can be thrown into the operation or taken out very easily,

(Continued on page 46)

## Coffee prices stiffen as Brazil reports heavy frost damage to trees

Coffee prices in world markets reacted sharply last month as news came out of Brazil that the coffee growing areas had been hit by severe frosts during the July 4th weekend. Reports of another frost in the middle of the month further stiffened prices.

Initial reports put the damage estimates at drastic levels. Dr. Garibaldi Dantas, coordinator of the coffee section of Brazil's Ministry of Finance, stated the 1954-55 crop was likely to be reduced by 50 per cent and in north-west Sao Paulo by 70 per cent.

He said similar frosts had not been experienced for 30 years.

A few days after the reported frosts, Brazil's Chamber of Deputies appointed a seven-member committee to investigate the damage and recommended recovery measures.

First official estimates of the damage in Parana, received by the Instituto Brasileiro do Cafe from its Curitiba office, put the loss at between 80 and 90 per cent.

Regional agricultural experts in the interior of Parana said the next crop will fall below 1,000,000 bags, as compared with previous crop predictions of 3,800,000 bags.

The Secretariat of the State of Sao Paulo estimated that the next Paulista coffee crop would run 2,500,000 bags less, as a result of the frost.

Later reports, issued by the Secretariat of the State of Parana in conjunction with the Curitiba office of IBC, declared the 1944-45 crop in that state would be reduced to 2,460,000 bags.

The estimated damage varied from 15 per cent in Abatia, Siqueira Campos, Quatinqua and Rio Cinzas, to 90 per cent in Assai, Andria, Bandeirantes, Campomourao, Cornelio Procopio, Congonhinhas, Jaquapita, Porecatu, Santa Maianna and Urai.

Private reports indicated that in some sections of Parana only ten per cent of the 1953-54 crop was picked at the time of the frost and some damage was expected.

It had been generally believed that damage to the 1953-54 crop was slight.

## Brazil's coffee policies will not be shifted basically by new ministers

The new ministers named by President Getulio Vargas in the recent wholesale cabinet reshuffle will not alter basically the country's coffee policies, it is reported by Octavio Veiga, Santos correspondent of Coffee & Tea Industries.

This was made clear by Governor Lucas Nogueira Garcez, who issued the following statement after a trip to Rio de Janeiro:

"I have been authorized by the President of the Republic to declare that the coffee policy will not suffer with the change of Ministers. I can indicate three points mentioned by the President." (1) The cruzeiro will not be depreciated. The president is against any measure to depreciate the cruzeiro. (2) The Bank of Brazil will continue to operate in coffee financing. (3) The president will assure, through financing, the maintenance of minimum prices for the coming crop."

**C. A. MACKEY & CO.**  
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**IMPORTERS - COFFEE**

**ESTABLISHED 1914**

**111 WALL ST. NEW YORK**



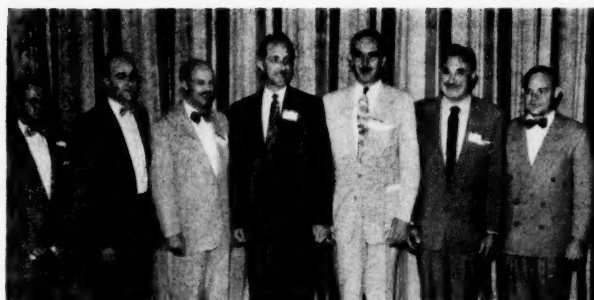
***is preferred -- because of its***

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

***Plus: Expert Care in Final Removal of Defects***

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI



North and South joined in fellowship when officials of the Standard Coffee Co. and the Grand Union Co. got together. From left are: E. P. Randolph, of Standard Coffee; A. J. Farinet, L. H. Miller, B. W. Preis and William Preis, of Grand Union; and Norman Mansfield and Paul Dalier, of Standard Coffee. William Preis was elected president of NRTCMA at the Edgewater Beach Hotel convention.



Panel discussions were led by these retail tea and coffee executives. From left: L. H. Reese, Reese Grocery Co.; George M. Golden, Golden Coffee Co.; Jack Peterson, Pioneer Tea Co.; retiring NRTCMA president William Gerbosi, Jewel Tea Co., Inc., moderator; George F. Hellick, Jr., Geo. F. Hellick Co.; and John Creamer, Trico Coffee Co. Panel turned up brass-tacks exchange of ideas.

## NRTCMA digs into retail tea, coffee methods

By CAROLE D. LINDGREN

With all agreeing that it was "the most interesting and informative home service meeting ever held", National Retail Tea and Coffee Merchants Association members went away enthusiastic from their 38th annual convention. Three-hour panel sessions, held on two of the four days of the conclave were largely responsible for the enthusiasm. They gave an opportunity to everyone attending to enter discussions on practically every subject of concern to the industry.

The first day at the Edgewater Beach hotel, Chicago, was occupied with registration. The east and west lounges, in which 125 associate member firms showed product displays, were open for inspection by members during half of each day. Lloyd C. Nelson, Cal-Dak Co., Los Angeles, speaking on behalf of the association members, opened the first business session.

The key address at the initial session was delivered by William A. Gerbosi, Jewel Tea Co., Inc., retiring president of the association. Summarizing the activities of the past year, he reported on regional meetings held in New York, Los Angeles, New Orleans and Chicago, and on his visits with local units.

In his acceptance speech last year, Gerbosi had called upon members to write to each other during the year. Decrying the tendency of business men to lose all contact with others in the industry between conventions, he now suggested that everyone at the meeting exchange letters with ten other members during the year. This year, he added, many had done so, with a fine increase in contact and interchange of ideas between members. He said there was a growing acceptance of the direct selling field, and evidence of recognition that door-to-door selling fills a definite need in the American system of merchandising. Mr. Gerbosi called upon members to maintain the highest standards and to avoid carefully any but the most honest practices, so that acceptance will continue to grow. Each member, he said, must himself firmly believe in the good of the industry, and must put forth the de-

votion and effort necessary to build the reputation of the industry as a whole, basing his actions on what he can do to make his own service of more value to the public.

The slate proposed by the nominating committee was elected unanimously. Named officers for the coming year were William H. Preis, Grand Union Co., president; George F. Hellick, Jr., George F. Hellick Co., first vice president; George M. Golden, Golden Coffee Co., second vice president; Clarence A. Frankenberg, Imperial Tea Co., treasurer.

Elected to serve three-year terms as directors were Mr. Gerbosi; Norman Mansfield, Standard Coffee Co.; Robert W. Monday, P. C. Monday Tea Co., and Paul D. Eibert, Eibert Coffee Co.

At preceding conventions, the membership had been divided into groups for discussion of different problems. This year it was decided to give two full mornings to panel discussion, with all members included. Panel members were Mr. Golden; John S. Creamer, Trico Coffee Co.; Mr. Hellick, Jr.; L. H. Reese, Reese Grocery Co.; and Jack Peterson, Pioneer Tea Co.

At the first panel session, Mr. Gerbosi served as moderator.

The first question was that of methods of securing personnel, particularly routemen. Mr. Hellick said that in some cases brochures had been placed in coffee bags asking customers to recommend men. Mr. Golden stated they had found good employees through the assistance of fraternal groups, such as the American Legion. Mr. Peterson disclosed that pioneer Tea found the best new men were those brought in by their own employees.

Mr. Gerbosi suggested having route men inquire in customers' homes as to whether the housewife knew of anyone interested in working for the firm. This plan, he said, had proved very successful in one Jewel branch. He warned against advertising too constantly for more help, lest it depreciate the job in the eyes of the men



and make it seem that there was difficulty in holding employees.

Of particular interest to associate members was discussion on the manner of introducing new items. It was generally agreed that these are always route-tested, a few dozen being ordered and given to several average men to take out. When possible Mr. Peterson said, his firm contacts men in person on new items, otherwise by mail or phone. Mr. Hellick added that they try to have employees' meetings at which new items are introduced. Jewel sends each man a sample, and he orders whatever he thinks he will need, Mr. Gerbosi said.

Special tie-in sales with frequently purchased grocery items were discussed, with agreement that such promotions are a general practice important in increasing grocery sales. After discussion of the frequency with which men on their routes should be seen, moderator Gerbosi summarized opinions. While a supervisor need not see a man too often, so long as he is doing a good job, there is no question of the need for contact and encouragement from headquarters, he said.

Discussion of pay methods for supervisors disclosed that most of the firms pay salary plus commission to supervisors. Jewel is now inaugurating a system in which the supervisor has six groups under him, developing a team. Pay is on the basis of the team's production, with the supervisor receiving two per cent more than his men.

Mr. Golden explained that his firm was using another method of creating incentive, by giving the men stock in the company, so that he becomes a member of the firm. Supervisors are given a certain number of divided bearing shares and a sufficient cash bonus to pay the income tax. Mr. Golden said they had found the stock more attractive to the men than a cash bonus.

The length of training periods varied widely, but four weeks seemed average.

The frequency with which a salesman's accounts are balanced also varied widely. This led into a discussion of holding the salesman's book-work to a minimum. Methods of handling shortages, and attitudes toward them, found members in agreement there should be some definite settlement of such matters, and the honest man is usually glad to pay it.

Great interest was shown in the experience of the companies using catalogs. Mr. Creamer said they had not yet determined whether sales justified the cost of a catalog, but that they will continue to use them. He pointed out that catalog selling must be watched so that it does not become a crutch to salesmen.

Mr. Golden declared they will continue to use catalogs

### **Coffee statistics**

If you don't already have it, you should get a copy of "Coffee Statistics—Release 16."

This is the most recent in the annual series of coffee fact compilations issued by the Pan-American Coffee Bureau.

With text, diagrams and tables, the report covers production forecasts, exports, consumption trends and price movements in the United States market, Canadian consumption, the European situation and the general outlook.



A father and son retail tea and coffee team at the NRTCMA convention—the Frankenbergs, Imperial Tea Co., Harrisburg, Pa.

as long as they do the job of boosting sales, which his firm had found they do. Meticulous records on their sales, he said, showed that, over a six months period of using the catalog, \$25.00 per route each week was definitely "plus" business. He said they had learned not to waste printing space on too many small items. A catalog must also be built with stock control in mind, Mr. Golden said, adding that they had found it of great value in helping the salesmen's morale. Both salesmen and customers look forward to each issue, he said.

"A company doesn't have to have catalogs," Mr. Gerbosi declared, "but this is one way to expand our service to customers. It is good business to tie the customer to the firm by many strands. Coffee is a strong tie with our companies; private labels are another. If a firm can add a broader line of merchandise, it increases the hold on the customer. The boost to the salesmen's morale is important, too, for he is proud of the fact that he has many items to sell."

### **Catalog hazards**

Hazards which do not appear on the surface in the use of a catalog include inventory, returns, sizes and colors, which are also added problems for the routeman. Mr. Gerbosi explained that Jewel lists all merchandise in their catalog, and has found that the more frequently it can be issued, the better. The Jewel catalog comes out three times annually—at the beginning of the year, early in July, and in September for the Christmas season. Every two weeks each man is asked to select any item he wants for a budget item and to order a sample for use as sales material.

Golden Coffee selects one catalog item each two weeks for their men to feature, the firm's head said. They feel that catalog sales should be plus business, and every two weeks have a budget item and a premium which is not in the catalog.

A query from the audience as to how many firms publish a complete price list for customers brought out that while a few do so frequently, about one-third do not do so at all. Pioneer Tea has done so for some time, Mr. Peterson said, feeling that it is good publicity and shows customers the firm is proud of its merchandise.

Fleet requirements were the first subject of discussion when the panel met with William Preis as moderator. A question as to whether jeep, half-ton panel, walk-in or

(Continued on page 46)



## Out of the grinder

### Vends percolated coffee

For a long time ingenious people have tried—unsuccessfully—to develop an automatic vending machine which would dispense real coffee.

The problem may now be solved, according to a news item about a Philadelphia firm.

The ABC Vending Co. has announced the marketing of a new coffee machine, the Perk-O-Matic, which can produce 400 cups of percolated coffee.

The unit uses freshly ground coffee rather than coffee concentrates or coffee pellets. It contains a series of synchronized coffee percolators, at least one of which is in operation all the time.

### Coffee salesman wins trip

Retail sales of \$1400 worth of Standard Brand coffee brought E. C. Scott, the firm's Beaumont, Texas, retail salesman, a three-day trip to New Orleans, all expenses paid.

Mr. Scott won the first place award over all salesmen in the district. He has been with the firm six years.

### Folder on electronic coffee grader

Otis, McAllister & Co. has issued a four-page folder describing its automatic electronic sorting machine for green coffee. (See: "Electric eye" device grades green coffee", Page 17, July, 1953, Coffee & Tea Industries).

The folder tells how the device works, includes some close-up pictures of the machine in operation and indicates the scope of the Otis, McAllister coffee operations.

### Have you a coffee corner?

Latest wrinkle in suites of furniture for the bedroom is the "coffee corner", consisting of two upholstered chairs and a coffee table.

This idea is being plugged in the national advertising of a leading furniture manufacturer. Copy runs like this: "Here's your Ranch Oak dream bedroom come true. One with a restful, unhurried air, a look of spacious comfort and the happy idea of a charming 'coffee corner.'"

### Data on coffee cream

"Coffee Cream", a study prepared by the National Restaurant Association in 1949, has been re-issued to meet current questions in public service operations.

A useful reference piece, it's called Technical Bulletin No. 140 in its new NRA form.

If you are among the people—and there are a surprising lot of them—who keep a file of copies of Coffee & Tea Industries, formerly The Spice Mill, take a look at your March and April, 1949, issues.

AUGUST, 1953

### Coffee breaks on the farm

It's been known for some time that coffee breaks for industrial employees may cut down the number of accidents, reports the Houston, Texas, Post. Now the practice may spread to the farm, where many accidents happen each year.

An agricultural engineer at one of the nation's colleges recently made a study of farm accidents and found that injuries are most likely to happen between ten and 11 in the morning and around four in the afternoon.

"He said accidents could be reduced if the farmers would take a little break during these hours."

### Are you giving coffee away?

From the B. F. Gump Co. comes this jolting reminder of what package weight accuracy can mean these days.

"In the cracker barrel days inaccurate weights weren't so important," this company said recently. "But in 1953 underweights can't be permitted. And who can afford to give coffee away in overweights?"

"Here's an example: If a roaster averages an overweight of one-eighth ounce on each pound of coffee, by the time he's sold 12,800 pounds of coffee, he's given away 100 pounds! In dollars and cents, that amounts to a very healthy sum."

### THIS BAR-NUN USER\* SAYS

"We have been well satisfied and are thoroughly sold on the accuracy of the BAR-NUN 'Auto-Check' Weigher. Upon various occasions it has been checked and found to be well within the very small margin of discrepancy that you claim in your literature."

\*NAME ON REQUEST



## "Thoroughly Sold on the Accuracy of BAR-NUN 'Auto-Check' WEIGHERS"

**T**ODAY'S coffee costs too much to give away . . . that's why so many packaging departments, like the one pictured above, weigh their coffee on Bar-Nun "Auto-Check" Net Weighers. Unique and consistent Bar-Nun accuracy protects Roasters against overweights they can't afford—and against dangerous underweights as well. The savings in coffee alone quickly repays the cost of a Bar-Nun. And, in addition, the Bar-Nun makes worthwhile savings in packing time and labor, too.

Bar-Nun "Auto-Check" Net Weighers are built in a range of models and are available with or without the Bar-Nun Automatic Bag Feeder and Opener. Let us tell you about the money-saving accuracy—and other advantages—of the size and model Bar-Nun that will save the most amount of money in your packaging department. Deferred payment contracts easily available for those who would prefer to pay for a Bar-Nun as it pays for itself. Write for complete details and recommendations—no obligation.

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NET WEIGHERS

IDEAL GREEN  
COFFEE CLEANERS

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IDEAL COFFEE  
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*Regardless of the reason*

# SOLUBLES

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powder made and packed for you by

**THE HARRISON CO.**

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## Solubles

### Soluble consumption, on cup basis, is increasing, coffee drinking study shows

Stated in terms of cups per person per day, consumption of instant coffee increased from .13 cups in the summer of 1952 to .25 cups last winter. The .13 cups for summer of 1952 represented slightly more than seven per cent of the total coffee drinking in that period. Last winter the .25 cups of instant coffee represented ten per cent of 2.48 cups per day for total coffee drinking.

These are some of the facts about the use of instant coffee in "Coffee Drinking in the United States, Winter, 1953," a study prepared for the Pan-American Coffee Bureau.

This is the second study in which persons interviewed have been asked to identify each cup of coffee reported, as to whether it was a regular coffee or an instant coffee. The first study in which this was done was conducted in the summer of 1952 and reflected coffee drinking during the month of July, 1952. In that study, 6.7 per cent of the persons interviewed reported drinking one or more cups of instant coffee the previous day. In the present study 11.9 per cent said they drank this type of coffee on the previous day.

It will require other corollary evidence to determine how much of the rise in the consumption of instant coffee is due to seasonal variation and how much is due to a trend toward generally increased use of this type of coffee, according to the report.

#### Seasonal factor

The factors which contribute to making instant coffee more convenient for some people to use should contribute to a high seasonal variation, the study suggests.

For example, the housewife who is home alone, or has younger children home from school, may find at lunch time that a cup of instant coffee is easier to prepare for herself than one cup of regular coffee, and more pleasant than doing without.

The home continues to be the primary place where instant coffee is consumed, the report emphasizes. Ninety per cent of it is consumed there and most of the remaining ten per cent is consumed at work. The total consumption of coffee at work represents seven per cent of all coffee drinking. Instant coffee, therefore, accounts for a larger than average share of the coffee drinking at work.

It is convenient for coffee brewing on the job and this may have led to its making a contribution to the current upward trend in coffee consumption at work, the report comments.

Women drink slightly more instant coffee than do men and a slightly larger percentage of the total coffee they drink is instant.

The drinking of instant coffee represents approximately ten per cent of the total coffee consumed in all age groups but one. In the large group of people 60 years of age and over, 13 per cent of their coffee drinking is instant.

Comparisons by area still show that the Middle Atlantic states have the highest consumption of instant coffee and

that the West North Central and the West South Central have the lowest.

From these results, the report concludes, it is clear that instant coffee is taking a place in coffee drinking that in most respects is closely similar to the development of all coffee drinking.

The theory has been advanced that instant coffee, because of its convenience, should create new uses or new occasions for coffee drinking. From 1950 through 1953, the total coffee drinking at breakfast rose from 1.00 to 1.02, or virtually no change. Currently instant coffee represents .11 cups and regular coffee .91 cups at breakfast.

"We must conclude, therefore, that instant coffee has merely replaced regular coffee at this popular period among those people who prefer the convenience or the taste of instant coffee, or both," the report states. "In a similar way, it is difficult to say that the drinking of instant coffee during the morning has made any particularly significant contribution to the growth in coffee breaks. Its convenience may have provided an opportunity for some housewives and some workers to have coffee during the morning who would not otherwise have had it."

#### Maxwell House may build new soluble plant

Maxwell House is "studying the possibility" of enlarging its Jacksonville, Florida, plant for production of instant coffee, William H. Dowling, plant manager there, told a newspaper in that city.

He said the study has been under way since May, but he has received no official notification from New York headquarters on whether the project will be authorized.

Maxwell House, a division of the General Foods Corp., has completed an instant coffee plant at San Leandro, Calif., and is building another at Houston, Texas, but increasing sales of the product indicate that "this expansion will be rapidly outgrown," Mr. Dowling said.

If the company decides to build a plant in Jacksonville, it will be an addition to the facilities at 735 East Bay St., Mr. Dowling said.

#### JFG Coffee introduces its own soluble

The JFG Coffee Co., Knoxville, Tenn., coffee processor, has perfected its own blend of *soluble coffee* and already has some on the retail market.

Within a few months, the product is scheduled to be a major company item, says the *Knoxville News Sentinel*. The new soluble product is 100 per cent coffee.

#### Dallas, Texas company opens plant to pack individual cup coffee bags

The Rich Coffee Co., Dallas, Texas, a new firm, has opened a plant at 1729 Levee Street in the Trinity industrial district, it has been reported.

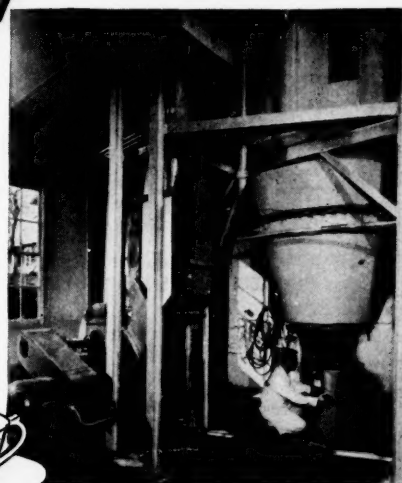
The firm will pack and distribute coffee in individual cup bags, similar to those used for tea, said William T. Rich, Jr., president. The company operates under a franchise for this type of coffee packaging.

Other officers are Ben D. Glower, vice president, and Boots Rich, secretary.

AUGUST, 1953

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Bowen engineered Spray Dryers meet cost production limitations of the smaller company as well as the larger producer.

Bowen design principles can often be applied to existing coffee spray dryers to improve the quality of the product.

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## On the menu

developments among public feeding outlets

### Auto dealer figures

#### \$1,600 profit in free coffee to customers, employees

R. E. Dumas Milner, owner of the Milner Chevrolet Co., Jackson, Miss., figures that his practice of giving free coffee to both employees and customers could be worth \$1,600 to his firm in a month.

This profitable coffee break is reported by M. M. Wilcox, assistant editor of the Southern Automotive Journal, in a recent issue of that magazine.

For those who think the figures sound fantastic, Mr. Milner breaks it down this way, Mr. Wilcox explains:

The firm has an average of 11 employees. Since it is situated on the edge of the business district, employees had to spend a minimum of 15 minutes to walk to a place that served coffee, drink a hurried cup and get back on the job.

With 117 employees taking 30 minutes a day for coffee—15 minutes in the morning and 15 in the afternoon—that meant 58 hours a day. Not everybody drinks coffee, so round it off to 50 hours.

The average hourly rate for all employees is well over \$1.00 and the 50-hour loss would approximate \$75 a day. With 22 working days in a month, the total would be around \$1,600 monthly.

The figures assume that employees have enough work

to keep them busy all the time, and at this progressive dealership that's usually true.

The figures—which Mr. Milner jotted down as he talked about the possible benefits of his new installation—are just his way of emphasizing that free coffee is not an expensive courtesy for a firm to offer, but a sound investment in many cases. He worked out an arrangement with a local restaurant concern that might well be duplicated in other localities.

"When we put in our new customer waiting room for the service department, we set aside adjoining space for a snack-bar type of restaurant," Mr. Milner said. "We installed the restaurant facilities and we permit a local concern to use the space without paying rent. We pay the utilities.

In return, the restaurant provides free coffee for all our customers and employees, as often as they want it.

The arrangement is working out well for us and for the restaurant operator.

Customers can go into the restaurant or coffee can be handed to them through a window at the back of the waiting room. While they sit in comfortable chairs in the waiting room and sip the coffee, they can watch through plate-glass windows for the courtesy car.

When a customer is in a hurry, especially during the early morning rush at a service department, waiting just three and four minutes for the courtesy car can put him in a bad humor, Mr. Milner stressed. But if the customer has a cup of coffee to drink, he doesn't mind a few extra minutes. Often the car will come before he finishes his coffee.

"We've had many favorable comments on the set-up

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NEW ORLEANS





"What if there was a frost in Brazil? I want a full cup!"

from customers who come in at all times of the day." Mr. Milner added. "Since our building is away from the downtown section, it's especially important for us to make it a pleasant place to visit."

While Mr. Milner does not keep tabs on how much time the employees spend drinking coffee, he does know that shop efficiency has been increased since the free-coffee plan was begun.

#### Vaculator says survey shows savings on new bowl

"Definite savings two ways," was the consensus of a survey run by the Hill-Shaw Co. to determine additional advantages of its Vaculator Waldorf bowl since that bowl was transferred to new automatic glass blowing machines.

First saving to operators was in actual price with Vaculator bowls averaging about 20 per cent under hand produced bowls, it was stated. The second big advantage lay in savings up to 50 per cent in glass breakage, according to the report.

Elimination of thick and thin spots in automatic blowing added durability to reduce breakage, it was explained. Neck dimensions are more uniform, making for more positive sealing for a better vacuum.

#### Superior announces new burn-out proof urn

A new burn-out proof semi-automatic coffee urn has been announced by the Superior Tea & Coffee Co., Chicago.

The urn is one-piece, completely welded, and encased in gleaming stainless steel, explained L. H. Silverstein, of the company.

Burn-out protection is provided by a precision safety valve, enclosed in the urn itself, which prevents the escape of steam, and by a secondary safety valve.

AUGUST, 1953

now! only vaculator  
cuts your service costs

2 ways!

first...

only vaculator  
reduces glass breakage  
up to 50%!

- SEMI-WIDE NECK to reduce chipping when filling or pouring
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- RUBBER-CUSHIONED HANDLE to soften bumps
- UNIFORM GLASS — no thick or thin spots
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Supply your customers with VACULATOR bowls—it's like giving them one month's supply of bowls FREE every two months! So, get the simplest line—ONE bowl—ONE handle—ONE bushing... get VACULATOR.



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trouble-free range

With the new "SNAP-IN" HEATING ELEMENT

Here's real ECONOMY in a coffee-maker range. Low-priced to begin with... and so trouble-free it practically eliminates service calls and service costs. Amazing new Snap-In Element is so easy to change, even a child can do it. Just lift out the old... snap in the new... PRESTO! The heating element is replaced in seconds! Only VACULATOR gives you this time-saving, money-saving element!

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**Demonstrate new device,  
based on catalyst,  
to end coffee smoke**

Using the Long Island City coffee-roasting plant of the Eppens, Smith Co., Inc., as a plant-size demonstration model, inventor Eugene J. Houdry, widely known pioneer in the catalytic cracking of petroleum, last month showed top city officials and executives of the coffee industry in New York how his amazing new catalyst—the Oxycat—operates as a coffee smoke eliminator.

In a roof-top demonstration witnessed by Dr. Leonard Greenburg, commissioner of the Department of Air Pollution Control of the City of New York, and his deputy commissioner, Admiral William S. Maxwell, Mr. Houdry explained how the bed of his Oxycats, installed in the exhaust stack of one of the plant's 14 coffee roasters oxidizes, or burns coffee fumes that result from the roasting process.

While one of the plant's exhaust stacks not equipped with the catalyst was bathing the plant roof-top in a cloud of coffee smoke and steam, observers could see and smell a remarkably drastic decrease in what was issuing from the one stack equipped with the catalyst.

John Mazzei, chairman of the Smoke Abatement Committee of the National Coffee Association, said the demonstration was less than perfect, but that with improvements the device should be entirely acceptable.

Frank E. Hodson, president of Eppens, Smith, packers of Holland House Coffee and Tea and one of the largest private label coffee packers in the East, reported that



Nicholas Dannemhoffer, Eppens, Smith plant engineer, inspects one of 68 Oxycats in roaster exhaust stack on factory roof.

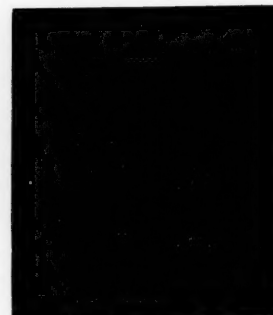


Diagram of an Oxycat installation. Bed of catalysts is in three layers. Smoke is oxidized.

the catalyst installation has been on stream continually for the past month.

During this trial period, he said, the catalyst has been completely removing all traces of the objectionable coffee odor and smoke which has been a cause of concern to company management. On the basis of this performance, Mr. Hodson plans to equip his remaining 13 coffee roasters with Oxycat beds.

Mr. Houdry, president of Oxy-Catalyst, Inc., Wayne, Pa., manufacturer of the Oxycat, pointed out that his catalysts—each a cage like structure of coated porcelain rods—are the most economical means available for combustion of hydrocarbon pollutants, such as those rising from the stacks of Eppens, Smith.



*Fine Colombian Coffees*

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The catalytic-coating-alumina and platinum alloy—on the surfaces of the Oxycat rods permits combustion of coffee fumes at a temperature of 500 to 550 degrees—much lower than the temperature needed for direct flame incineration, he stated.

It is estimated that the gas required to remove coffee fumes by incineration would be half as much as that needed to roast the coffee alone, Mr. Houdry claimed, adding that the gas bill for a catalyst installation is only half that for incineration.

The operation of the Oxycat at the Eppens, Smith coffee plant is basically simple. Here is how the makers of the device explain it!

The effluent from the Thermal roasters in use at the plant is a mixture of steam, volatile coffee oils and chaff.

The roasting process itself is a batch operation. At the beginning of a roasting cycle, a batch of 500 pounds of green coffee bean is dumped into the Thermal roaster. Then for 20 minutes the coffee beans are tumbled in the presence of heated air. As the coffee slowly roasts to the desired color, volatile oils, driven out of the coffee bean in the form of strong fumes, are exhausted to the atmosphere.

At the same time the chaff disintegrates and is swept up into the exhaust. Most of the chaff is removed by separators installed for that purpose, but a small portion does escape to add to the objectionable smoke.

Near the end of the roasting cycle, when the beans have reached the desired color, the coffee is sprayed with water to end the roasting process. The steam rising from this rapid quenching operation adds to the overall exhaust, forming a carrier for the coffee fumes and intensifying the odor.

During the entire roasting cycle the bed of 68 oxycats on the roof prevents the escape of this steam-coffee oil-chaff mixture to the atmosphere. The gases leaving the Thermal roaster at from 175 to 325 degreesF. (depending on the portion of the roasting cycle) rise through the exhaust stack to the catalyst installation on the roof.

There the gases are first preheated to 500 to 550 degrees before entering the catalyst chamber. The fumes then flow across the alumina and platinum alloy coating of the Oxycat rods.

The hydrocarbon coffee vapors are oxidized to harmless carbon dioxide and water vapor. Any chaff that has escaped the collector below is also burned in the process. The large volume of saturated steam entrained with the gases is superheated to an invisible gas.

The result according to Oxy-Catalyst, Inc., is a completely odorless, invisible effluent with no traces of coffee vapors.

#### **New coffee equipment catalog for restaurants is announced**

A new catalog of coffee equipment for hotels and restaurants has been announced by the Sieling Urn Bag Co., Chicago.

The catalog covers urns, glass coffee makers, coffee and cream dispensers, iced tea ollas and miscellaneous equipment, ranging from urn cleaning brushes to no-drip faucets.

Included are tabulations of useful information about coffee urns and glass coffee makers.

AUGUST, 1953

## **Meet The Challenge**

Muller's coffee cereals can well be a life saver to those who must supply a lower priced beverage. Mild in flavor, uniform in roast and grind and only one sixth the cost of a pound of coffee they present a challenge to your blending skill and an opportunity for your selling ability. Write for samples.

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Coffee-er  
Coffee!*

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## Crops and countries

coffee news from producing areas

### Brazil sets minimum prices

#### for new season coffees

Minimum prices for the Brazilian coffee crop which began to move July 1st, 1953, have been fixed on the following basis: Office Type No. 4 Santos, f.o.b. Santos, at the equivalent of \$70.00 per bag of 60 kilos (53.03 U.S. cents per pound).

Financing will be assured by the Brazilian government paying 80 per cent of the foregoing minimum. Other types will be financed on the basis of differentials established in the Santos official coffee exchange.

The prices are for fully processed coffees, but the production financing commission has been authorized to buy unhusked coffees direct from the farmers who have coffees deposited in first-class warehouses at the same prices.

### Report purchase of Paraguay land for coffee

The American Agriculture and Coffee Corp. is reported to have purchased 235,00 hectares of land in Paraguay, near the Brazilian border, at a cost of 16,000,000 cruzeiros for the purpose of intensive coffee cultivation.

The land is situated in the municipal district of Pedro Juan Caballero, a relatively short distance from the rail head at Ponta Pora, in Brazil's State of Mato Grosso,

which would enable the product to be transported across Brazil for shipment abroad.

The Paraguayan government was said to be granting special facilities to encourage the venture.

### El Salvador to push "cafe espumoso" in U. S.

Salvadorean coffee producers are pushing a campaign to introduce into the United States a frothy iced beverage based on a local recipe.

Details of the campaign are contained in the annual report of the Salvadorean Coffee Growers' Association, approved at a general meeting of delegates. The report, covering the 1952-1953 fiscal year, was presented by Agustin Ferreiro, president of the governing board.

Mr. Ferreiro told the members about the campaign to interest U. S. consumers in the foamy beverage, known in El Salvador as "cafe espumoso."

It is prepared according to a recipe originated by the Salvadorean Coffee Co., Inc.

### Ethiopia eases coffee export rules

Ethiopia has liberalized its regulations on coffee exports to the Sudan, according to reports from Addis Ababa. Permission has been given to export against 100 per cent sterling. Since there was danger this action would lead to large exports to the Sudan, with reexport to other countries and consequent loss of dollar exchange to Ethiopia, the Sudan government agreed to exercise sufficient control to prevent reexports.

The State Bank of Ethiopia limited the quantity ex-

The illustration depicts the coffee trade process. On the left, a large pile of coffee beans is shown. In the center, a small boat is on the water, and a person is riding a horse. To the right, there are two buildings: one labeled 'San Francisco' and another labeled 'Los Angeles'. A line connects the beans to the buildings, symbolizing the flow of coffee from production to export.

## How's your "coffee credit"?

This bank finances coffee every step of the way... from the bean to the bag. Through our worldwide credit facilities, we help the coffee grower and the shipper in foreign countries... the importer in the United States... the coffee roaster... even the grocer who sells coffee over the counter. As the world's largest bank, Bank of America is always ready to help *you* with "coffee credit"—to improve your domestic or foreign trade connections.

*Serving Commerce Around the World* **Bank of America**

NATIONAL TRUST AND SAVINGS ASSOCIATION  
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

*Bank of America (International)*  
40 Wall St., New York

*International Banking Departments in*  
San Francisco and Los Angeles

portable against sterling to 2,500 metric tons (42,000 bags of kilos) for the current season. This quantity is about the Sudan's requirements.

Both governments are requiring border guards to prevent movement of coffee through other than official channels.

#### **1952-53 Costa Rican crop biggest yet**

Final figures released during the first quarter show that the 1952-53 Costa Rican coffee crop was the largest on record, totaling 540,520 bags of 60 kilos each.

Of this amount, 470,000 bags were exported at an estimated value of \$34,000,000, compared with \$24,300,000 received for the preceding year's crop. favorable returns for Costa Rica's coffee, coupled with increased activity stemming from the record value of trade established in 1952 and a budget surplus of \$24,300,000 colones (5.6 colones = U.S.\$1), augured well for the economy during 1953.

#### **Ivor Bull resigns from Indian Coffee Board**

Ivor Bull, chairman of the Indian Coffee Board resigned recently. H. Siddaveerappa, Mysore Agriculture Minister, was elected chairman for the next six months, for which period the Board's life has been extended by the Government. Mr. Bull's resignation is attributed to the governments insistence on further reduction in coffee prices.

Indian coffee growers estimate the 1953-54 coffee crop at 28,000 tons against 22,000 tons for the current season.

They estimate domestic consumption at about 18,000 tons, which would leave a carry over of about 5,000 tons from the current year and one of 10,000 tons next year.

This prospect is causing considerable concern in growing circles, in view of competition from Kenya coffee and the anticipation that world coffee output will rise sharply in one or two years.

#### **Improved coffee measure is announced by Coffee Brewing Institute**

Convinced that increased distribution of the standard coffee measure is imperative, the Coffee Brewing Institute has announced the availability of a revised version of the measure, formerly distributed by the National Coffee Association and the Pan-American Coffee Bureau.

According to E. G. Laughery, general manager of the Institute, the coffee measure project is of paramount importance, since the entire coffee industry will benefit substantially from a wider use of the measuring device.

The new measure is made of the same polystyrene plastic which proved so satisfactory in earlier versions of the device. The overall length of the revised measure is four and three-quarter inches, so that it is short enough to be packed in a standard one-pound coffee can. Also, the revised measure carries the name of the Coffee Brewing Institute, Inc., and states the proper measurements for home coffee brewing.

Prices are based on the actual cost of manufacture. For a slight additional charge, the measures may be imprinted with company or brand name in any one of the popular colors.

All orders for the measure should be directed to: The Coffee Brewing Institute, Inc., 120 Wall Street, New York 5, N. Y.

AUGUST, 1953

## **H. L. C. BENDIKS, INC.**

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**225 Magazine St.**

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GUATEMALA-EL SALVADOR-COSTA RICA  
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## **GABRIEL DE PAULA S/A**

**Comissaria e Exportadora**

**Coffee Exporters**

**SANTOS • RIO DE JANEIRO • PARANAGUA  
B R A Z I L**

**BRAZIL GABRI — a trademark of quality**

**FAIRCHILD & BOLTE  
WELDON H. EMIGH CO., INC.  
FELIX J. VACCARO**

**NEW YORK  
SAN FRANCISCO  
NEW ORLEANS**



## NOPAL LINE

Regular service  
New fast Norwegian motorships

**BRAZIL/U.S. GULF**

**COFFEE SERVICE**

The Northern Pan-American Line, A/S  
**OSLO**

Agents

New York—Dichmann, Wright & Pugh, Inc., 44 Whitehall St.

New Orleans—Biehl & Co., Inc., Pere Marquette Bldg.

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranagua—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

## FAITHFUL SERVANTS OF THE COFFEE TRADE

Operating on regular itineraries geared to the needs of the coffee trade; swift, modern Grace Line *Santa* ships provide year-round American-Flag service from the Coffee Ports of:

**COLOMBIA  
VENEZUELA  
ECUADOR  
PERU**

and West Coast of  
**CENTRAL AMERICA**

to

**NEW YORK  
JACKSONVILLE  
PHILADELPHIA  
BOSTON  
BALTIMORE**

**LOS ANGELES  
SAN FRANCISCO  
SEATTLE  
VANCOUVER, B. C.**



## GRACE LINE

10 Hanover Square, New York 5, N. Y.  
Tel. DIgby 4-6000  
Agents and Offices in All Principal Cities

TO NEW ORLEANS AND OTHER U. S. GULF PORTS... FROM

## SOUTH AMERICA

PARANAGUA, SANTOS, RIO DE JANEIRO, VICTORIA  
Regular weekly sailings

## WEST AFRICA

LUANDA, LOBITO, MATADI, AMBRIZ, AMBRIZETTE, PORTO AMBOIM  
Regular three week sailings

**Delta Line**

MISSISSIPPI SHIPPING COMPANY, INC. • NEW ORLEANS

AGENTS:

RIO DE JANEIRO: DELTA LINE, INC.  
Rua Visconde Inhauma 134

SANTOS: DELTA LINE, INC.  
Rua 15 de Novembro 176-178

LUANDA & LOBITO:  
Sociedade Luso-Americana, Ltda.

MATADI:  
Nieuwe Afrikaansche Handels Vennootschap





# Ship sailings

## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
ArgState—Argentine State Line  
Am-W Afr—American-West African Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Barb-W'n—Barber-Wilhelmsen Line  
Brodin—Brodin Line  
Cunard—Brocklebanks' Cunard Service  
Delta—Delta Line  
Dodero—Dodero Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Granco—Transportadora Gran Colombiana, Ltda.  
Gulf—Gulf & South America Steamship Co., Inc.  
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines  
Independence—Independence Line  
Isbrandtsen—Isbrandtsen Co., Inc.  
Italian—Italian Line  
JavPac—Java-Pacific Line  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mormac—Moore-McCormack Lines, Inc.  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
NYK—Nippon Yusen Kaisha Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
R Neth—Royal Netherland Steamship Co.  
Robin—Robin Line  
SCross—Southern Cross Line  
Silver—Silver Line  
Sprague—Sprague Steamship Line  
Stockard—Stockard Line  
Stran—Strachan Shipping Co.  
Swed-Am—Swedish American Line  
UFruit—United Fruit Co.  
West Cst—West Coast Line, Inc.  
West-Lar—Westfal Larsen Co. Line

### Abbreviations for ports

Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Ch—Chicago  
Chsn—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gt—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
Ml—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
NJ—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
To—Toledo  
Va—Vancouver

## COFFEE BERTHS

| SAILS           | SHIP          | LINE   | DUE                                     |
|-----------------|---------------|--------|---|
| <b>ACAJUTLA</b> |               |        |   |
| 8/11            | Cstl Nomad    | Grace  | Cristobal <sup>1</sup> 8/22             |
| 8/24            | Majorka       | UFruit | Cristobal <sup>2</sup> 8/28 NY9/5       |
| 8/26            | Leon          | UFruit | Cristobal <sup>2</sup> 8/29 Ho9/4 N09/6 |
| 9/6             | Vindeggen     | UFruit | Cristobal <sup>2</sup> 9/11 NY9/19      |
| 9/12            | Cstl Nomad    | Grace  | LA9/21 SF9/24 Se9/29                    |
| 9/20            | Copan         | UFruit | Cristobal <sup>2</sup> 9/25 NY10/3      |
| 10/7            | Cstl Avnturer | Grace  | LA10/16 SF10/19 Se10/24                 |

|                 |               |       |                             |
|-----------------|---------------|-------|-----------------------------|
| <b>ACAPULCO</b> |               |       |                             |
| 9/1             | Cstl Avnturer | Grace | Cristobal <sup>1</sup> 9/15 |
| 9/11            | Anchor Hitch  | Grace | Cristobal <sup>1</sup> 9/25 |

|                |               |        |   |
|----------------|---------------|--------|---|
| <b>AMAPALA</b> |               |        |   |
| 8/10           | Copan         | UFruit | Cristobal <sup>2</sup> 8/17 NY8/25      |
| 8/13           | Cstl Nomad    | Grace  | Cristobal <sup>1</sup> 9/15             |
| 8/18           | Majorka       | UFruit | Cristobal <sup>2</sup> 8/28 NY9/5       |
| 8/22           | Leon          | UFruit | Cristobal <sup>2</sup> 8/28 Ho9/4 N09/6 |
| 8/31           | Vindeggen     | UFruit | Cristobal <sup>2</sup> 9/11 NY9/19      |
| 9/6            | Cstl Avnturer | Grace  | Cristobal <sup>1</sup> 9/15             |
| 9/9            | Cstl Nomad    | Grace  | LA9/21 SF9/24 Se9/29                    |
| 9/14           | Copan         | UFruit | Cristobal <sup>2</sup> 9/25 NY10/3      |
| 9/16           | Anchor Hitch  | Grace  | Cristobal <sup>1</sup> 9/25             |
| 10/14          | Cstl Avnturer | Grace  | LA10/16 SF10/19 Se10/24                 |

|                       |            |         |  |
|-----------------------|------------|---------|--|
| <b>ANGRA DOS REIS</b> |            |         |  |
| 8/15                  | Grenanger  | Wes-Lar | LA9/11 SF9/13 Po9/18 Se9/20 Va9/21     |
| 8/16                  | Pathfinder | PAB     | LA9/5 SF9/7 Va9/14 Se9/15 Po9/18       |
| 9/13                  | Forester   | PAB     | LA10/3 SF10/5 Va10/12 Se10/13 Po10/16  |
| 9/13                  | Falkanger  | Wes-Lar | LA10/7 SF10/10 Po10/15 Se10/17 Va10/18 |

|                     |               |              |                                    |
|---------------------|---------------|--------------|------------------------------------|
| <b>BARRANQUILLA</b> |               |              |                                    |
| 8/10                | Byfjord       | UFruit       | N08/24                             |
| 8/14                | Cape Cod      | UFruit       | NY8/24                             |
| 8/21                | La Coubre     | Independence | LA9/11 SF9/13 Po9/17 Se9/19 Va9/20 |
| 8/21                | C. Cumberland | UFruit       | NY8/31                             |

| SAILS | SHIP          | LINE   | DUE                     |
|-------|---------------|--------|-------------------------|
| 8/25  | Mabella       | UFruit | N09/6                   |
| 8/26  | Cstl Nomad    | Grace  | LA9/21 SF9/24 Se9/29    |
| 8/28  | Cape Ann      | UFruit | NY9/7                   |
| 9/4   | Cape Cod      | UFruit | NY9/14                  |
| 9/8   | Byfjord       | UFruit | N09/20                  |
| 9/11  | C. Cumberland | UFruit | NY9/21                  |
| 9/18  | Cape Ann      | UFruit | NY9/28                  |
| 9/20  | Cstl Avnturer | Grace  | LA10/16 SF10/19 Se10/24 |
| 9/22  | Mabella       | UFruit | N010/4                  |
| 9/25  | Cape Cod      | UFruit | NY10/5                  |

|                |              |        |               |
|----------------|--------------|--------|---------------|
| <b>BARRIOS</b> |              |        |               |
| 8/13           | Levers Bend  | UFruit | Ho8/18 N08/21 |
| 8/17           | C. G. Thulin | UFruit | NY8/25        |
| 8/19           | Mayari       | UFruit | Ho8/25 N08/28 |
| 8/21           | Marna        | UFruit | NY8/31        |
| 2/27           | L. H. Carl   | UFruit | NY9/3         |
| 8/27           | Fiador Knot  | UFruit | Ho9/1 N09/4   |
| 9/3            | Mataura      | UFruit | Ho9/8 N09/11  |
| 9/4            | Manauki      | UFruit | NY9/11        |
| 9/10           | C. G. Thulin | UFruit | NY9/18        |
| 9/10           | Levers Bend  | UFruit | Ho9/15 N09/18 |
| 9/17           | Marna        | UFruit | NY9/25        |
| 9/17           | Mayari       | UFruit | Ho9/22        |
| 9/24           | A Steamer    | UFruit | NY10/2        |
| 9/24           | Mabella      | UFruit | Ho9/29 N010/2 |

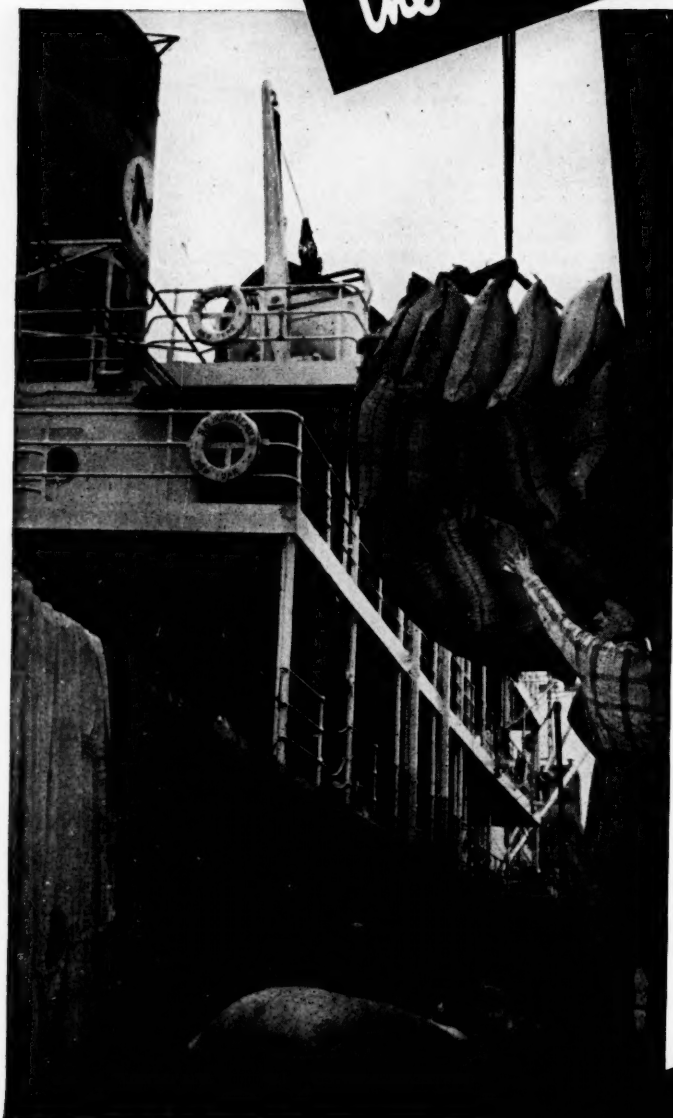
|                     |               |              |                                    |
|---------------------|---------------|--------------|------------------------------------|
| <b>BUENAVENTURA</b> |               |              |                                    |
| 8/10                | Santa Eliana  | Grace        | LA8/19 SF8/21 Se8/26               |
| 8/16                | Santa Isabel  | Grace        | NY8/24                             |
| 8/16                | Merchant      | Gulf         | Ho8/26 N08/29                      |
| 8/23                | Santa Barbara | Grace        | NY8/31                             |
| 8/26                | Santa Olivia  | Grace        | Ba9/6 Pa9/9 NY9/10                 |
| 8/29                | Santa Juana   | Grace        | LA9/7 SF9/10 Se9/22                |
| 8/30                | Santa Maria   | Grace        | NY9/7                              |
| 8/31                | La Coubre     | Independence | LA9/11 SF9/13 Po9/17 Se9/19 Va9/20 |
| 9/6                 | Santa Luisa   | Grace        | NY9/14                             |
| 9/10                | Santa Ines    | Grace        | Bo9/23 Pa10/13 NY10/14             |
| 9/12                | Santa Leonor  | Grace        | LA9/21 SF9/28 Se10/4               |

AUGUST, 1953

# SHIPS.....

*the essential factor*

## in the COFFEE TRADE



Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

**MOORE-McCORMACK**  
*Lines*

5 Broadway

New York 4

OFFICES IN PRINCIPAL CITIES OF THE WORLD

| SAILS | SHIP         | LINE  | DUE                     |
|-------|--------------|-------|-------------------------|
| 9/17  | Santa Elisa  | Grace | LA9/26 SF9/28 Se10/4    |
| 9/30  | Santa Rita   | Grace | Ba10/11 Pa10/13 NY10/14 |
| 10/11 | Santa Flavia | Grace | LA10/20 SF10/22 Se10/29 |

### CARTAGENA

|      |               |              |                                    |
|------|---------------|--------------|------------------------------------|
| 8/15 | Cape Cod      | UFruit       | N08/24                             |
| 8/19 | La Coubre     | Independence | LA9/11 SF9/13 Po9/17 Se9/19 Va9/20 |
| 8/22 | C. Cumberland | UFruit       | 8/31                               |
| 8/26 | Mabella       | UFruit       | N09/6                              |
| 8/29 | Cape Ann      | UFruit       | NY9/7                              |
| 9/5  | Cape Cod      | UFruit       | NY9/14                             |
| 9/9  | Byfjord       | UFruit       | N09/20                             |
| 9/12 | C. Cumberland | UFruit       | NY9/21                             |
| 9/19 | Cape Ann      | UFruit       | NY9/28                             |
| 9/23 | Mabella       | UFruit       | N010/4                             |
| 9/26 | Cape Cod      | UFruit       | NY10/5                             |

### CHAMPERICO

|      |               |       |                         |
|------|---------------|-------|-------------------------|
| 9/13 | Cstl Nomad    | Grace | LA9/21 SF9/24 Se9/29    |
| 10/8 | Cstl Avnturer | Grace | LA10/16 SF10/19 Se10/24 |

### CORINTO

|      |               |              |   |
|------|---------------|--------------|---|
| 8/10 | La Heve       | Independence | LA8/18 SF8/20 Po8/25 Se8/27 Va8/28      |
| 8/12 | Copan         | UFruit       | Cristobal <sup>2</sup> 8/17 NY8/25      |
| 8/16 | Cstl Nomad    | Grace        | Cristobal <sup>1</sup> 8/22             |
| 8/16 | Majorka       | UFruit       | Cristobal <sup>2</sup> 8/28 NY9/5       |
| 8/20 | Leon          | UFruit       | Cristobal <sup>2</sup> 8/29 Ho9/4 N09/6 |
| 8/29 | Vindeggen     | UFruit       | Cristobal <sup>2</sup> 9/11 NY9/19      |
| 9/8  | Cstl Nomad    | Grace        | LA9/21 SF9/24 Se9/29                    |
| 9/9  | Cstl Avnturer | Grace        | Cristobal <sup>1</sup> 9/15             |
| 9/12 | Copan         | UFruit       | Cristobal <sup>2</sup> 9/25 NY10/3      |
| 9/19 | Anchor Hitch  | Grace        | Cristobal <sup>1</sup> 9/25             |
| 10/3 | Cstl Avnturer | Grace        | LA10/16 SF10/19 Se10/24                 |

### CRISTOBAL

|      |                 |        |                         |
|------|-----------------|--------|-------------------------|
| 8/11 | Santa Margarita | Grace  | NY8/17                  |
| 8/16 | Byfjord         | UFruit | N08/24                  |
| 8/18 | Copan           | UFruit | NY8/25                  |
| 8/18 | Santa Isabel    | Grace  | NY8/24                  |
| 8/25 | Santa Barbara   | Grace  | NY8/31                  |
| 8/27 | Santa Olivia    | Grace  | Ba9/6 Pa9/9 NY9/10      |
| 8/29 | Majorka         | UFruit | NY9/5                   |
| 8/31 | Mabella         | UFruit | N09/6                   |
| 9/1  | Santa Maria     | Grace  | NY9/7                   |
| 9/8  | Santa Luisa     | Grace  | NY9/14                  |
| 9/11 | Santa Ines      | Grace  | Bo9/23 Ba9/26 NY9/28    |
| 9/12 | Vindeggen       | UFruit | NY9/19                  |
| 9/14 | Byfjord         | UFruit | N09/20                  |
| 9/26 | Copan           | UFruit | NY10/3                  |
| 9/28 | Mabella         | UFruit | N010/4                  |
| 10/1 | Santa Rita      | Grace  | Ba10/11 Pa10/13 NY10/14 |

### DAR es SALAAM

|      |               |         |            |
|------|---------------|---------|------------|
| 8/16 | Afr Sun       | Farrell | NY9/15     |
| 8/22 | Tyson         | Lykes   | Gulf 9/30  |
| 9/5  | Afr Lightning | Farrell | NY10/5     |
| 9/15 | Leslie        | Lykes   | Gulf 10/21 |

### EL SALVADOR

|      |         |              |                                    |
|------|---------|--------------|------------------------------------|
| 8/11 | La Heve | Independence | LA8/18 SF8/20 Po8/25 Se8/27        |
| 8/24 | Nereide | Italian      | LA9/10 SF9/10 Va9/14 Se9/17 Po9/21 |

### GUATEMALA

|      |            |              |                                   |
|------|------------|--------------|-----------------------------------|
| 8/10 | Chili      | French       | LA8/16 SF8/20 Va8/25 Se8/29 Po9/1 |
| 8/12 | La Heve    | Independence | LA9/7 SF9/10 Va9/14 Se9/17 Po9/21 |
| 8/25 | Nereide    | Italian      | LA9/2 SF9/5 Va9/10 Se9/14 Po9/18  |
| 9/1  | Washington | French       | LA9/7 SF9/10 Va9/14 Se9/17 Po9/21 |

### GUAYAQUIL

|      |             |       |                      |
|------|-------------|-------|----------------------|
| 8/26 | Santa Juana | Grace | LA9/7 SF9/10 Se9/22  |
| 9/13 | Santa Elisa | Grace | LA9/26 SF9/28 Se10/4 |

### LA LIBERTAD

|      |            |        |                             |
|------|------------|--------|-----------------------------|
| 8/12 | Cstl Nomad | Grace  | Cristobal <sup>1</sup> 8/22 |
| 8/22 | Majorka    | UFruit | Cristobal <sup>2</sup> 8/28 |

AUGUST, 1953

| SAILS | SHIP          | LINE   | DUE                                     |
|-------|---------------|--------|---|
| 8/25  | Leon          | UFruit | Cristobal <sup>2</sup> 8/29 Ho9/4 No9/6 |
| 9/4   | Vindeggen     | UFruit | Cristobal <sup>2</sup> 9/11 NY9/19      |
| 9/5   | Cstl Avnturer | Grace  | Cristobal <sup>1</sup> 9/15             |
| 9/11  | Cstl Nomad    | Grace  | LA9/21 SF9/24 Se9/29                    |
| 9/15  | Anchor Hitch  | Grace  | Cristobal <sup>1</sup> 9/25             |
| 9/18  | Copan         | UFruit | Cristobal <sup>2</sup> 9/25 NY10/3      |
| 10/6  | Cstl Avnturer | Grace  | LA10/16 SF10/19 Se10/24                 |

### LA UNION

|      |               |        |   |
|------|---------------|--------|---|
| 8/14 | Cstl Nomad    | Grace  | Cristobal <sup>1</sup> 8/22             |
| 8/20 | Majorka       | UFruit | Cristobal <sup>2</sup> 8/28             |
| 8/24 | Leon          | UFruit | Cristobal <sup>2</sup> 8/29 Ho9/4 N09/6 |
| 9/2  | Vindeggen     | UFruit | Cristobal <sup>2</sup> 9/11 NY9/19      |
| 9/7  | Cstl Avnturer | Grace  | Cristobal <sup>1</sup> 9/15             |
| 9/10 | Cstl Nomad    | Grace  | LA9/21 SF9/24 Se9/29                    |
| 9/16 | Copan         | Grace  | Cristobal <sup>2</sup> 9/25 NY10/3      |
| 9/17 | Anchor Hitch  | Grace  | Cristobal <sup>1</sup> 9/25             |
| 10/5 | Cstl Avnturer | Grace  | LA10/16 SF10/19 Se10/24                 |

### LIMON

|      |               |        |        |
|------|---------------|--------|--------|
| 8/11 | C. Avinof     | UFruit | NY8/17 |
| 8/14 | Byfjord       | UFruit | N08/24 |
| 8/18 | Cape Cod      | UFruit | NY8/24 |
| 8/25 | C. Cumberland | UFruit | NY8/31 |
| 8/29 | Mabella       | UFruit | N09/6  |
| 9/1  | Cape Ann      | UFruit | NY9/7  |
| 9/8  | C. G. Thulin  | UFruit | NY9/14 |
| 9/12 | Byfjord       | UFruit | N09/20 |
| 9/15 | C. Cumberland | UFruit | NY9/21 |
| 9/22 | Cape Ann      | UFruit | NY9/28 |
| 9/26 | Mabella       | UFruit | N010/4 |
| 9/29 | Cape Cod      | UFruit | NY10/5 |

### LOBITO

|      |             |          |         |
|------|-------------|----------|---------|
| 8/10 | Afr Patriot | Farrell  | NY9/13  |
| 8/23 | Tabor       | Am-W Afr | NY9/30  |
| 8/29 | Del Sol     | Delta    | N09/23  |
| 9/12 | Afr Glen    | Farrell  | NY10/10 |
| 9/14 | Afr Dawn    | Farrell  | NY10/5  |
| 9/18 | Del Oro     | Delta    | N010/13 |
| 9/25 | Taurus      | Am-W Afr | NY10/31 |

### LUANDA

|      |          |          |         |
|------|----------|----------|---------|
| 8/20 | Tabor    | Am-W Afr | NY9/30  |
| 8/24 | Del Sol  | Delta    | N09/23  |
| 9/9  | Afr Glen | Farrell  | NY10/10 |
| 9/11 | Afr Dawn | Farrell  | NY10/5  |
| 9/13 | Del Oro  | Delta    | N010/13 |
| 9/22 | Taurus   | Am-W Afr | NY10/31 |

### MARACAIBO

|      |               |              |                                    |
|------|---------------|--------------|------------------------------------|
| 8/16 | Santa Sofia   | Grace        | NY8/25                             |
| 8/23 | Santa Monica  | Grace        | PA8/31 NY9/1                       |
| 8/25 | La Coubre     | Independence | LA9/11 SF9/13 Po9/17 Se9/19 Va9/20 |
| 8/29 | Cstl Nomad    | Grace        | LA9/21 SF9/24 Se9/29               |
| 8/31 | Santa Clara   | Grace        | NY9/8                              |
| 9/7  | Santa Sofia   | Grace        | Pa9/14 NY9/15                      |
| 9/22 | Cstl Avnturer | Grace        | LA10/16 SF10/19 Se10/24            |

### MATADI

|      |          |          |         |
|------|----------|----------|---------|
| 8/18 | Tabor    | Am-W Afr | NY9/30  |
| 8/21 | Del Sol  | Delta    | N09/23  |
| 9/6  | Afr Glen | Farrell  | NY10/10 |
| 9/9  | Afr Dawn | Farrell  | NY10/5  |
| 9/10 | Del Oro  | Delta    | N010/13 |
| 9/20 | Taurus   | Am-W Afr | NY10/31 |

### MOMBASA

|      |               |         |        |
|------|---------------|---------|--------|
| 8/26 | Afr Lightning | Farrell | NY10/5 |
| 8/29 | Tyson         | Lykes   | N09/24 |

### PARANAGUA

|      |            |         |                                    |
|------|------------|---------|------------------------------------|
| 8/10 | Mormacook  | Mormac  | NY8/29 Bo9/1 Pa9/3 Ba9/4 Nf9/5     |
| 8/10 | Del Valle  | Delta   | N09/1 Ho9/6                        |
| 8/10 | Pathfinder | PAB     | LA9/5 SF9/7 Va9/14 Se9/15 Po9/18   |
| 8/10 | Overo      | Dodero  | N08/26 Ho8/29                      |
| 8/11 | Grenanger  | Wes-Lar | LA9/11 Se9/13 Po9/18 Se9/20 Va9/21 |

| SAILS | SHIP        | LINE    | DUE                                       |
|-------|-------------|---------|---|
| 8/13  | Itajai      | Brodin  | Ba8/31 NY9/1 Bo9/3 Pa9/5                  |
| 8/13  | Venezuela   | Lloyd   | NY9/15                                    |
| 8/22  | Mormacowl   | Mormac  | NY9/11 Bo9/13 Pa9/15 Ba9/17               |
| 8/23  | America     | Lloyd   | NY9/15                                    |
| 8/26  | Mendoza     | Dodero  | NY9/13 Bo9/16                             |
| 8/26  | Del Monte   | Delta   | N09/17 Ho9/22                             |
| 8/27  | Mormaciland | Mormac  | LA9/28 SF10/1 Va10/5 Se10/7 Po10/9        |
| 8/28  | Mormacove   | Mormac  | Jx9/15 Ba9/18 Pa9/20 NY9/22 Bo9/25 M19/30 |
| 8/28  | Granadero   | Dodero  | N09/15 Ho9/19                             |
| 8/29  | Eidanger    | SCross  | NY9/16 Bo9/19 Pa9/21 Ba9/23               |
| 9/5   | Chile       | Lloyd   | N09/28 Ho10/3                             |
| 9/7   | Forester    | PAB     | LA10/3 SF10/5 Va10/12 Se10/13 Po10/16     |
| 9/9   | Falkanger   | Wes-Lar | LA10/7 SF10/10 Po10/15 Se10/17 Va10/18    |
| 9/15  | Fletero     | Dodero  | NY10/3 Bo10/6                             |
| 9/16  | Coracero    | Dodero  | N010/2 Ho10/6                             |
| 9/17  | Del Santos  | Delta   | N010/7 Ho10/12                            |
| 9/22  | Mormacgulf  | Mormac  | LA10/24 SF10/27 Va10/31 Se11/2 Po11/4     |
| 9/28  | Del Alba    | Delta   | N010/20 Ho10/25                           |
| 9/28  | Artillero   | Dodero  | NY10/15 Bo10/18                           |
| 10/12 | Del Viento  | Delta   | N011/3 Ho11/8                             |

#### PORT SWETTENHAM

|      |            |          |                                 |
|------|------------|----------|---------------------------------|
| 8/13 | Arthur     | Am-Pres  | NY9/29 Bo10/4                   |
| 8/14 | Belleville | Barb-Frn | Gulf 9/30                       |
| 8/28 | Johnson    | Am-Pres  | NY10/14 Bo10/19                 |
| 8/30 | Fernhill   | Barb-Frn | Gulf 10/16                      |
| 9/7  | Eastern    | Prince   | Ha10/13 Bo10/16 NY10/17 Ba10/22 |
| 9/11 | Grant      | Am-Pres  | NY10/28 Boll/2                  |
| 9/14 | Leoville   | Barb-Frn | Gulf 10/30                      |
| 9/29 | Bonneville | Barb-Frn | Gulf 11/16                      |
| 9/30 | Javanese   | Prince   | Hall/5 Boll/8 NY11/9 Ball/12    |
| 10/8 | Buchanan   | Am-Pres  | NY11/24 Boll/29                 |

#### PUERTO CABELLO

|      |              |       |               |
|------|--------------|-------|---------------|
| 8/10 | Santa Clara  | Grace | Pa8/17 NY8/18 |
| 8/17 | Santa Sofia  | Grace | NY8/25        |
| 8/24 | Santa Monica | Grace | Pa8/31 NY9/4  |
| 8/31 | Santa Clara  | Grace | NY9/8         |
| 9/7  | Santa Sofia  | Grace | Pa9/14 NY9/15 |

| SAILS             | SHIP          | LINE    | DUE                                     |
|-------------------|---------------|---------|---|
| <b>PUNTARENUS</b> |               |         |   |
| 8/14              | Majorka       | UFruit  | Cristobal <sup>2</sup> 8/28 NY9/5       |
| 8/18              | Leon          | UFruit  | Cristobal <sup>2</sup> 8/29 Ho9/4 N09/6 |
| 8/20              | Cstl Nomad    | Grace   | Cristobal <sup>1</sup> 8/22             |
| 8/20              | Nereide       | Italian | LA9/2 SF9/5 Va9/10 Se9/14 Po9/18        |
| 8/28              | Vindegen      | UFruit  | Cristobal <sup>2</sup> 9/11 NY9/19      |
| 9/5               | Cstl Nomad    | Grace   | LA9/21 SF9/24 Se9/29                    |
| 9/11              | Copan         | UFruit  | Cristobal <sup>2</sup> 9/25 NY10/3      |
| 9/13              | Cstl Avnturer | Grace   | Cristobal <sup>1</sup> 9/15             |
| 9/23              | Anchor Hitch  | Grace   | Cristobal <sup>1</sup> 9/25             |
| 9/30              | Cstl Avnturer | Grace   | LA10/16 SF10/19 Se10/24                 |

#### RIO DE JANEIRO

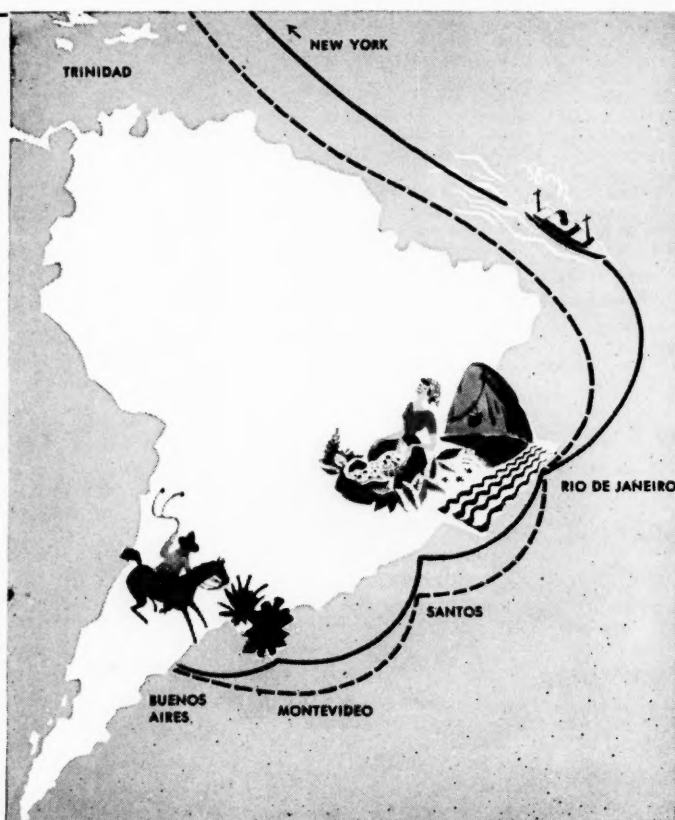
|      |              |          |  |
|------|--------------|----------|--|
| 8/11 | Overo        | Dodero   | N08/26 Ho8/29                          |
| 8/11 | Canada       | Lloyd    | N08/28 Ho9/4                           |
| 8/12 | Rio de Plata | ArgState | NY8/24                                 |
| 8/15 | Del Valle    | Delta    | N09/1 Ho9/6                            |
| 8/16 | Itajai       | Brodin   | Ba8/31 NY9/1 Bo9/3 Pa9/5               |
| 8/16 | Grenanger    | Wes-Lar  | LA9/11 SF9/13 Po9/18 Se9/20 Va9/21     |
| 8/17 | Patfinder    | PAB      | LA9/5 SF9/7 Va9/14 Se9/15 Po9/18       |
| 8/19 | Uruguay      | Mormac   | NY8/31                                 |
| 8/19 | Venezuela    | Lloyd    | NY9/5                                  |
| 8/20 | Del Sud      | Delta    | N09/3                                  |
| 8/27 | Evita        | ArgState | NY9/8                                  |
| 8/29 | America      | Lloyd    | NY9/15                                 |
| 8/29 | Mendoza      | Dodero   | N19/20                                 |
| 8/31 | Granadero    | Dodero   | N09/15 Ho9/19                          |
| 8/31 | Del Monte    | Delta    | N09/17 Ho9/22                          |
| 9/1  | Eidanger     | SCross   | NY9/16 Bo9/19 Pa9/21 Ba9/23            |
| 9/3  | Argentina    | Mormac   | NY9/15                                 |
| 9/10 | Del Mar      | Delta    | N09/24                                 |
| 9/11 | Chile        | Lloyd    | N09/28 Ho10/3                          |
| 9/14 | Forester     | PAB      | LA10/3 SF10/5 Va10/12 Se10/13 Po10/16  |
| 9/14 | Falkanger    | Wes-Lar  | LA10/7 SF10/10 Po10/15 Se10/17 Va10/18 |
| 9/19 | Coracero     | Dodero   | N010/2 Ho10/6                          |
| 9/19 | Fletero      | Dodero   | N10/10                                 |
| 9/21 | Del Santos   | Delta    | N010/7 Ho10/12                         |
| 9/24 | Del Norte    | Delta    | N010/8                                 |
| 9/29 | Mormacgulf   | Mormac   | LA10/24 SF10/27 Va10/31 Se11/2 Po11/4  |

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**When you want it...**

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, EVITA and RIO JACHAL—operate a swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from dockside in Rio or Santos to truck or lighter in New York.

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| SAILS | SHIP       | LINE   | DUE             |
|-------|------------|--------|-----------------|
| 10/1  | Artillero  | Dodero | Nf10/22         |
| 10/3  | Del Alba   | Delta  | N010/20 Ho10/25 |
| 10/8  | Del Sud    | Delta  | N010/22         |
| 10/17 | Del Viento | Delta  | N011/3 Ho11/8   |

#### SAN JOSE

|      |               |       |                             |
|------|---------------|-------|-----------------------------|
| 8/10 | Csti Nomad    | Grace | Cristobal <sup>1</sup> 8/22 |
| 9/4  | Csti Avnturer | Grace | Cristobal <sup>1</sup> 9/15 |
| 9/13 | Csti Nomad    | Grace | LA9/21 SF9/24 Se9/29        |
| 9/14 | Anchor Hitch  | Grace | Cristobal <sup>1</sup> 9/25 |
| 10/8 | Csti Avnturer | Grace | LA10/16 SF10/19 Se10/24     |

#### SANTOS

|       |              |          |   |
|-------|--------------|----------|---|
| 8/10  | Rio de Plata | ArgState | NY8/24                                    |
| 8/10  | Canada       | Lloyd    | N08/28 Ho9/4                              |
| 8/10  | Overo        | Dodero   | N08/26 Ho8/29                             |
| 8/13  | Del Valle    | Delta    | N09/1 Ho9/6                               |
| 8/14  | Grenanger    | Wes-Lar  | LA9/11 SF9/13 Po9/18 Se9/20 Va9/21        |
| 8/15  | Mormacoak    | Mormac   | NY8/29 Bo9/1 Pa9/3 Ba9/4 Nf9/5            |
| 8/15  | Itajai       | Brodin   | Ba8/31 NY9/1 Bo9/3 Pa9/5                  |
| 8/15  | Pathfinder   | PAB      | LA9/5 SF9/7 Va9/14 Se9/15 Po9/18          |
| 8/17  | Uruguay      | Mormac   | NY8/31                                    |
| 8/18  | Venezuela    | Lloyd    | NY9/5                                     |
| 8/19  | Del Sud      | Delta    | N09/3                                     |
| 8/22  | Mormactern   | Mormac   | Ba8/7 Pa8/9 Bo8/11 NY8/12                 |
| 8/24  | Evita        | ArgState | NY9/8                                     |
| 8/26  | Mormacowl    | Mormac   | NY9/11 Bo9/13 Pa9/15 Ba9/17               |
| 8/28  | America      | Lloyd    | NY9/15                                    |
| 8/28  | Mendoza      | Dodero   | PA9/18 Ba9/19                             |
| 8/29  | Del Monte    | Delta    | N09/17 Ho9/22                             |
| 8/30  | Granadero    | Dodero   | N09/15 Ho9/19                             |
| 8/31  | Mormacdove   | Mormac   | Jx9/15 Ba9/18 Pa9/20 NY9/22 Bo9/25 Mf9/30 |
| 8/31  | Eidanger     | SCross   | NY9/16 Bo9/19 Pa9/21 Ba9/23               |
| 9/1   | Argentina    | Mormac   | NY9/15                                    |
| 9/1   | Mormacland   | Mormac   | LA10/24 SF10/27 Va10/31 Se11/2 Poll/4     |
| 9/9   | Del Mar      | Delta    | N09/24                                    |
| 9/10  | Chile        | Lloyd    | N09/28 Ho10/3                             |
| 9/12  | Falkanger    | Wes-Lar  | LA10/7 SF10/10 Po10/15 Se10/17 Va10/18    |
| 9/12  | Forester     | PAB      | LA10/3 SF10/5 Va10/12 Se10/13 Po10/16     |
| 9/17  | Fletero      | Dodero   | Pa10/8 Ba10/9                             |
| 9/18  | Corcero      | Dodero   | N010/2 Ho10/6                             |
| 9/19  | Del Santos   | Delta    | N010/7 Ho10/12                            |
| 9/23  | Del Norte    | Delta    | N010/8                                    |
| 9/27  | Mormacgulf   | Mormac   | LA10/24 SF10/27 Va10/31 Se11/2 Poll/4     |
| 9/30  | Artillero    | Dodero   | Pa10/20 Ba10/21                           |
| 10/1  | Del Alba     | Delta    | N010/20 Ho10/25                           |
| 10/7  | Del Sud      | Delta    | N010/22                                   |
| 10/15 | Del Viento   | Delta    | N011/3 Ho11/8                             |

#### TAMPICO

|      |          |         |        |
|------|----------|---------|--------|
| 8/10 | Danaholm | Swed-Am | Mf8/22 |
| 9/3  | Tunaholm | Swed-Am | My9/18 |
| 9/24 | Danaholm | Swed-Am | Mf10/6 |

#### VERA CRUZ

|      |          |         |        |
|------|----------|---------|--------|
| 8/31 | Tunaholm | Swed-Am | Mf9/18 |
| 9/19 | Danaholm | Swed-Am | Mf10/6 |

#### VICTORIA

|       |            |       |                 |
|-------|------------|-------|-----------------|
| 8/13  | Canada     | Lloyd | N08/28 Ho9/4    |
| 8/17  | Del Valle  | Delta | N09/1 Ho9/6     |
| 9/2   | Del Monte  | Delta | N09/17 Ho9/22   |
| 9/13  | Chile      | Lloyd | N09/28 Ho10/3   |
| 9/22  | Del Santos | Delta | N010/7 Ho10/12  |
| 10/15 | Del Alba   | Delta | N010/20 Ho10/25 |
| 10/19 | Del Viento | Delta | N011/3 Ho11/8   |

#### TEA BERTHS

#### CALCUTTA

|      |             |        |                                      |
|------|-------------|--------|--------------------------------------|
| 8/26 | Excelsior   | Am-Exp | Bo NY Pa Ba Nf                       |
| 9/5  | Exchange    | Am-Exp | NY Bo Pa Ba Nf                       |
| 9/8  | Kertosono   | JavPac | SF10/8 LA10/12 Po10/24 Se11/3 Va11/7 |
| 10/8 | Roebiah     | JavPac | SF11/7 LA11/12 Po11/24 Se12/4 Va12/7 |
| 11/8 | Silverspray | JavPac | SF12/8 LA12/12 Po12/24 Se1/4 Va1/7   |

#### COCHIN

|      |      |         |               |
|------|------|---------|---------------|
| 8/11 | Polk | Am-Pres | NY9/16 Bo9/21 |
|------|------|---------|---------------|

AUGUST, 1953

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**PHILADELPHIA**—B. N. Sobelman & Co., Inc., Bourse Bldg.

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PACIFIC AND ATLANTIC INTERCOASTAL

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tions for 12  
passengers*

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| SAILS | SHIP      | LINE    | DUE                             |
|-------|-----------|---------|---------------------------------|
| 8/14  | British   | Prince  | Ha9/7 Bo9/10 NY9/11 Ba9/16      |
| 8/24  | Arthur    | Am-Pres | NY9/16 Bo9/21                   |
| 9/8   | Johnson   | Am-Pres | NY10/14 Bo10/19                 |
| 9/19  | Eastern   | Prince  | Ha10/13 Bo10/16 NY10/17 Ba10/22 |
| 9/22  | Grant     | Am-Pres | NY10/28 Boll/2                  |
| 10/5  | Monroe    | Am-Pres | NY11/10 Boll/15                 |
| 10/12 | Javanese  | Prince  | Ha11/5 Boll/8 NY11/9 Ball/12    |
| 10/19 | Buchanan  | Am-Pres | NY11/24 Boll/29                 |
| 11/1  | Harrison  | Am-Pres | NY12/7 Boll/12                  |
| 11/14 | Garfield  | Am-Pres | NY12/20 Boll/25                 |
| 11/28 | Van Buren | Am-Pres | NY1/3 Boll/8                    |

## **COLOMBO**

|       |                |          |  |
|-------|----------------|----------|--|
| 8/11  | Explorer       | Am-Exp   | Bo NY Pa Ba Nf                         |
| 8/11  | British        | Prince   | Ha9/7 Bo9/10 NY9/11 Ba9/16             |
| 8/12  | Silvermoon     | JavPac   | LA10/1 SF10/5 Po10/11 Va10/13 Se10/21  |
| 8/21  | Silvercrest    | JavPac   | LA10/3 SF10/8 Po10/15 Se10/18 Va10/20  |
| 8/23  | City Liverpool | Ell-Buck | Bo9/24 NY9/25 Pa9/30 Nf10/1 Ba10/3     |
| 8/30  | Excelsior      | Am-Exp   | Bo NY Pa Ba Nf                         |
| 9/4   | Fernhill       | Barb-Frn | Gulf 10/16                             |
| 9/9   | Exchange       | Am-Exp   | Bo NY Pa Ba Nf                         |
| 9/14  | Samarinda      | JavPac   | LA10/31 SF11/4 Po11/10 Vall/13 Sell/21 |
| 9/16  | Eastern        | Prince   | Ha10/13 Boll/16 NY10/17 Ba10/22        |
| 9/19  | Leoville       | Barb-Frn | Gulf 10/30                             |
| 9/21  | Salatiga       | JavPac   | LA11/4 SF11/8 Po11/16 Sell/19 Vall/21  |
| 10/4  | Bonneville     | Barb-Frn | Gulf 11/16                             |
| 10/9  | Javanese       | Prince   | Ha11/5 Boll/8 NY11/9 Ball/12           |
| 10/14 | Lombok         | JavPac   | LA12/1 SF12/5 Po12/11 Va12/13 Se12/21  |
| 10/21 | Sarangani      | JavPac   | LA12/3 SF12/8 Po12/15 Se12/18 Va12/20  |

## **DJAKARTA**

|      |            |          |                                 |
|------|------------|----------|---------------------------------|
| 8/10 | Elizabeth  | Lykes    | N09/30                          |
| 8/12 | Fernhill   | Barb-Frn | Gulf 10/16                      |
| 8/19 | Leoville   | Prince   | Ha10/13 Boll/16 NY10/17 Ba10/22 |
| 8/19 | Eastern    | Barb-Frn | Gulf 10/30                      |
| 9/12 | Bonneville | Barb-Frn | Gulf 11/16                      |
| 9/13 | Javanese   | Prince   | Ha11/5 Boll/8 NY11/9 Ball/12    |

## **HONG KONG**

|       |            |          |                         |
|-------|------------|----------|-------------------------|
| 8/13  | Pacific    | PacTrans | SF9/1 LA9/3             |
| 8/13  | Johnson    | Am-Pres  | NY10/14 Boll/19         |
| 8/18  | Maren      | Maersk   | SF9/11 LA9/14 NY9/28    |
| 8/20  | Tungus     | Barb-Wn  | SF9/11 LA9/13 NY9/27    |
| 8/25  | China      | PacTrans | SF9/15 LA9/17           |
| 8/28  | Grant      | Am-Pres  | NY10/28 Boll/2          |
| 9/3   | Nicoline   | Maersk   | SF9/26 LA9/29 NY10/14   |
| 9/5   | Talleyrand | Barb-Wn  | SF9/27 LA9/29 NY10/13   |
| 9/12  | Monroe     | Am-Pres  | NY11/10 Boll/15         |
| 9/18  | Anna       | Maersk   | SF10/11 LA10/14 NY10/29 |
| 9/20  | Tunfisha   | Barb-Wn  | SF10/12 LA10/14 NY10/28 |
| 9/24  | Buchanan   | Am-Pres  | NY11/24 Boll/29         |
| 10/3  | Peter      | Maersk   | SF10/26 LA10/29 NY11/13 |
| 10/5  | Ferndale   | Barb-Wn  | SF10/27 LA10/29 NY11/12 |
| 10/7  | Harrison   | Am-Pres  | NY12/7 Boll/12          |
| 10/18 | Jeppesen   | Maersk   | SF11/11 NY11/29         |
| 10/20 | Garfield   | Am-Pres  | NY12/20 Boll/25         |
| 10/20 | Taiwan     | Barb-Wn  | SF11/11 LA11/13 NY11/27 |
| 11/3  | Olga       | Maersk   | SF11/26 NY12/15         |

## **KOBE**

|       |               |           |                             |
|-------|---------------|-----------|-----------------------------|
| 8/11  | Fernfield     | Barb-Wn   | SF8/27 LA8/29 NY9/12        |
| 8/11  | Trein         | Maersk    | SF10/28 NY9/17              |
| 8/11  | Marine Runner | PacFar    | SF8/28 LA8/30               |
| 8/13  | Alaska Bear   | PacFar    | SF8/25 LA8/28               |
| 8/17  | Pacific       | PacTrans  | SF9/1 LA9/3                 |
| 8/22  | Grant         | Am-Pres   | NY10/28 Boll/2              |
| 8/25  | Yamatsuki     | Yamashita | SF9/11 LA9/13 Gr9/23 NY9/28 |
| 8/26  | Maren         | Maersk    | SF9/11 NY9/28               |
| 8/26  | Tungus        | Barb-Wn   | SF9/11 LA9/13 NY9/27        |
| 8/29  | China         | Barb-Wn   | SF9/11 LA9/13 NY9/27        |
| 9/7   | Monroe        | Am-Pres   | NY11/10 Boll/15             |
| 9/11  | Nicoline      | Maersk    | SF9/26 NY10/13              |
| 9/11  | Talleyrand    | Barb-Wn   | SF9/27 LA9/29 NY10/13       |
| 9/19  | Buchanan      | Am-Pres   | NY11/24 Boll/29             |
| 9/26  | Anna          | Maersk    | SF10/11 NY10/29             |
| 9/26  | Tungsha       | Barb-Wn   | SF10/12 LA10/14 NY10/28     |
| 10/2  | Harrison      | Am-Pres   | NY12/7 Boll/12              |
| 10/11 | Peter         | Maersk    | SF10/26 NY11/13             |
| 10/11 | Ferndale      | Barb-Wn   | SF10/27 LA10/29 NY11/12     |
| 10/15 | Garfield      | Am-Pres   | NY12/20 Boll/25             |
| 10/25 | Jeppesen      | Maersk    | SF11/11 NY11/29             |
| 10/26 | Taiwan        | Barb-Wn   | SF11/12 LA11/14 NY11/27     |

| SAILS | SHIP      | LINE    | DUE             |
|-------|-----------|---------|-----------------|
| 10/29 | Van Buren | Am-Pres | NY1/3 Bo1/8     |
| 11/10 | Olga      | Maersk  | SF11/26 NY12/15 |

#### SHIMIZU

|       |           |           |                             |
|-------|-----------|-----------|-----------------------------|
| 8/14  | Trein     | Maersk    | SF8/28 NY9/17               |
| 8/19  | Pacific   | PacTrans  | SF9/1 LA9/3                 |
| 8/29  | Maren     | Maersk    | SF9/11 NY9/28               |
| 8/29  | Yamatsuki | Yamashita | SF9/11 LA9/13 Cr9/23 NY9/28 |
| 8/31  | China     | PacTrans  | SF9/15 LA9/17               |
| 9/14  | Nicoline  | Maersk    | SF9/26 NY10/13              |
| 9/29  | Anna      | Maersk    | SF10/11 NY10/29             |
| 10/14 | Peter     | Maersk    | SF10/26 NY11/13             |
| 10/28 | Jeppesen  | Maersk    | SF11/11 NY11/29             |
| 11/13 | Olga      | Maersk    | SF11/26 NY12/15             |

#### TANGA

|      |               |         |            |
|------|---------------|---------|------------|
| 8/25 | Afr Lightning | Farrell | NY10/5     |
| 8/28 | Tyson         | Lykes   | Gulf 9/30  |
| 9/19 | Leslie        | Lykes   | Gulf 10/21 |

#### YOKOHAMA

|       |             |          |                 |
|-------|-------------|----------|-----------------|
| 8/14  | Sea Serpent | PacFar   |                 |
| 8/15  | Alaska Bear | PacFar   | SF8/25 LA8/28   |
| 8/15  | Trein       | Maersk   | SF8/28 NY9/17   |
| 8/15  | Fernfield   | Barb-Frn | SF8/27 LA8/29   |
| 8/20  | Pacific     | PacTrans | SF9/1 LA9/3     |
| 8/21  | Luckenbach  | PacFar   | SF9/6 LA9/8     |
| 8/30  | Tungus      | Barb-Frn | SF9/11 LA9/13   |
| 8/31  | China       | PacTrans | SF9/15 LA9/17   |
| 8/31  | Maren       | Maersk   | SF9/11 NY9/28   |
| 9/15  | Nicoline    | Maersk   | SF9/26 NY10/13  |
| 9/15  | Talleyrand  | Barb-Wn  | SF8/27 LA8/29   |
| 9/30  | Tungsha     | Barb-Wn  | SF10/12 LA10/14 |
| 9/30  | Anna        | Maersk   | SF10/11 NY10/29 |
| 10/15 | Peter       | Maersk   | SF10/26 NY11/13 |
| 10/15 | Ferndale    | Barb-Wn  | SF10/27 LA10/29 |
| 10/30 | Taiwan      | Barb-Wn  | SF11/11 LA11/13 |
| 10/31 | Jeppesen    | Maersk   | SF11/11 NY11/29 |
| 11/15 | Olga        | Maersk   | SF11/26 NY12/15 |

<sup>1</sup> Accepts freight for New York, with transshipment at Cristobal, C. Z.

<sup>2</sup> Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

### Shipping

#### West Coast Line adds vessel to Gulf service

The West Coast Line, New York City, has announced the addition of the Norwegian vessel, Procyon, to its U. S. Gulf Service, operating between U. S. Gulf ports, the Panama Canal and the West Coast of South America.

The addition of this fourth vessel provides sailings every two weeks between Galveston, Houston, Mobile and New Orleans and the Panama Canal, Colombia, Ecuador, Peru and Chile.

#### New ship put into South American run by Torm Lines

A new ship, the motor vessel Freya Torm, is entering the Torm Lines' service between the United States and the East Coast of South America.

The addition augments the line's present fleet of five vessels in this service, two of them—the Estrid Torm and the Birgitte Torm—new ships completed last year, it is reported by J. F. Whitney & Co., New York City, general agents for the Torm Lines.

Constructed at Elsinore by the prominent shipbuilding firm, Nakskov Skibsvaerft A/S, the vessel is 425 feet in length, has a 57 ft. beam, and a speed of 17 knots.

In addition to the modern navigational equipment and safety aids, the ship is said to be installed with the most practical cargo gear and handling equipment known to present day shipbuilding.

AUGUST, 1953



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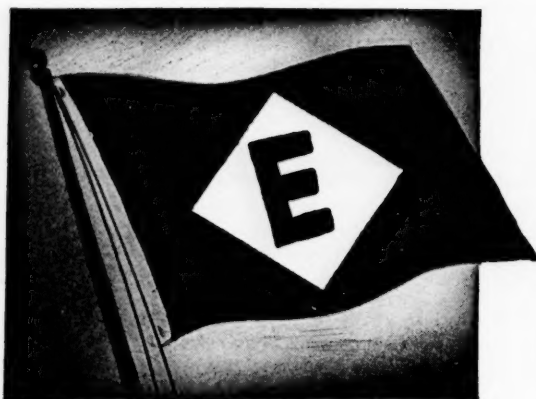
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### Coffee drinking in the U. S.

An increase in per capita consumption of coffee and the further spread of the coffee break are reported in "Coffee Drinking in the United States," a 16-page booklet with results of the sixth of a series of studies of American beverage habits. It is by the Pan-American Coffee Bureau.

The study is based on 8,000 personal interviews conducted by the Psychological Corp.

People interviewed were asked to report on all beverages consumed the previous day. The record was then analyzed for the number of cups of coffee drunk to show when, where and how much was drunk, and by whom it was consumed.

### Europe a growing market for coffee says Mejia, back from Continent tour

The rising economy of the Western European countries offers a good opportunity to Latin American coffee growers for increased sales in the future, Manuel Mejia, general manager of the National Federation of Coffee Growers of Colombia, said on his return from a one-month survey of European markets.

Europe's consumption is still slightly behind prewar levels, Mr. Mejia said, but several countries are attempting to increase imports from Central and South America. Consumption is on the increase in France, Belgium, Italy, Austria and Holland, he said, and much of this extra coffee is coming from new plantings in Africa.

West Germany, Mr. Mejia said, has a bill before its Parliament which would reduce the tax on coffee from ten marks per kilogram to three marks. Little opposition is expected to this bill, which reflects the average German's liking for the hard-to-find cup of coffee.

Commenting on the recent frost in Brazil's major producing area, Mr. Mejia stated it was difficult to judge the effect on the world market until reliable estimates of the damage were known.

### Admiral Dexter named director of public relations for PACB

Edwin B. Dexter, Rear Admiral USN (Retired), has been named director of public relations of the Pan-American Coffee Bureau, it has been announced by Horacio Cintra Leite, president of the Bureau.

Mr. Dexter, who will report to PACB manager Charles G. Lindsay, directed press and other media relations for the Navy Department at Washington and subsequently was associated with Waring Enterprises, Inc., as executive assistant to Fred Waring.

The new appointment is part of a broadened program of activities on the part of the Bureau, Mr. Leite stated in announcing new responsibilities for present members of the organization's staff.

Mrs. Ellen Saltonstall becomes director of consumer services, in charge of food publicity and educational projects. John Burns assumes the duties of director of advertising and sales promotion.

COFFEE & TEA INDUSTRIES and The Flavor Field



## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

|                     | Total<br>Entries | Deliveries—from: |        | Visible Supply—1st of Month |        |       |
|---------------------|------------------|------------------|--------|-----------------------------|--------|-------|
|                     |                  | Brazil           | Others | Brazil                      | Others | Total |
| <b>1952</b>         |                  |                  |        |                             |        |       |
| April .....         | 1,569            | 908              | 786    | 953                         | 458    | 1,411 |
| May .....           | 1,074            | 617              | 588    | 749                         | 442    | 1,191 |
| June .....          | 1,179            | 616              | 605    | 808                         | 405    | 1,213 |
| July .....          | 1,300            | 756              | 756    | 754                         | 406    | 1,160 |
| August .....        | 1,130            | 645              | 458    | 659                         | 352    | 1,011 |
| September .....     | 1,772            | 974              | 514    | 1,021                       | 366    | 1,387 |
| October .....       | 1,724            | 1,182            | 819    | 1,036                       | 436    | 1,572 |
| November .....      | 1,235            | 760              | 557    | 773                         | 296    | 1,069 |
| December .....      | 2,002            | 955              | 894    | 822                         | 216    | 1,038 |
| <b>1953</b>         |                  |                  |        |                             |        |       |
| January .....       | 1,764            | 804              | 942    | 730                         | 321    | 1,051 |
| February .....      | 1,733            | 721              | 948    | 756                         | 441    | 1,197 |
| March .....         | 1,666            | 734              | 1,022  | 832                         | 438    | 1,270 |
| April .....         | 2,039            | 753              | 1,351  | 835                         | 375    | 1,210 |
| May .....           | 1,080            | 539              | 663    | 644                         | 403    | 1,047 |
| June .....          | 1,475            | 576              | 744    | 475                         | 374    | 849   |
| July (1-30th) ..... | 1,355            | 686              | 749    | 624                         | 470    | 1,094 |

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### The coffee outlook

The coffee outlook is now being shaped by the emergence of a great new factor early last month—reports of severe frosts in Brazil.

Initial reports put the damage at high levels, so high that reactions to the news varied from astonishment to skepticism.

Later reports put the estimates at less drastic levels, but even so that damage would be extensive.

Those with reservations about the basis for the news cited various factors which made them believe that the reports were highly exaggerated.

Among these factors was the timing—a relatively featureless market and the new crop about to start moving.

Other members of the trade confessed frankly that they just didn't know how bad the trees had been hit—and insisted no one else could know for several months.

Nevertheless, in the markets the impact was a stiffening of prices. After a period of waiting to see whether the frost news would stand up, roasters with low stocks had to move into the market, only to find visibles and afloats at a low level.

In Brazil, shippers became increasingly reluctant sellers,

evidently on the assumption that with frost damage making itself felt prices would rise still more.

So strong were these factors that the signing of the armistice in Korea left the coffee market undisturbed. On the contrary, futures registered gains of 45 to 50 points on the heels of the peace news.

At this writing the levels have broken through onto new highs.

Forced to buy at the higher prices, roasters reluctantly announced increases of three cents a pound to their restaurant and institutional outlets and also to wholesalers in the grocer market.

In making known the price rises to consumers, buyers were usually given an opportunity to cover their requirements for a month ahead.

Even more than before, as a result of the frost reports, the trade is watching for the fall flowering, to see what the next crop is likely to be on the basis of this more immediate evidence.

### Revised crop estimate

The Indian Coffee Board placed the revised coffee crop estimate for the 1952-53 season at 12,300 tons Arabica and 10,400 tons Robusta, making a total of 22,700 tons.

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## Off-hour profiles

A column about coffee and tea men away from their desks.

### Balart's long off-hour

By MARK M. HALL, San Francisco Representative  
Coffee & Tea Industries

Bert Balart entered the coffee business 55 years ago and was active in some phase of it until recently. Yet with all that experience he is hesitant about expressing an opinion on the market. A young man without a fraction of his experience might not hesitate, but Bert knows how even the smartest can make a mistake, and he draws on the past to prove it.



Bert Balart

"I learned long ago that lots of things can happen to the coffee market over a weekend, let alone over a period of several years, since I became a gentleman of leisure," he comments. "Don't say I'm lucky to be a man of leisure because I detest it, after over 50 years of activity in the trade. In fact, I envy any man who still has work to do. That is, work that he likes.

"Don't say that I'm cutting it pretty fine when I state that one can get out of touch over a weekend. Let me tell you a true story of what a weekend once cost me.

"I am speaking from memory, but the facts are clear as crystal in my mind. Over the Lincoln's Birthday weekend in 1923 I drove to the Highlands and left early to be back in San Francisco the day after the holiday where I had a lot of unfinished business in green coffee. Even though I was in a hurry, I was then as henpecked as I am now, and my wife insisted upon visiting her cousin, who had just built a new home in Monterey. In fact, it was so new that the driveway was pure goosy clay, and I mired my Haynes sedan down to the hubs.

"This I considered a bad break at the time, but the bad break was that after hours of frantic digging and tugging

we got the car out of the mess and reached the office where my wife dropped me off. I rushed in to find a man who considered himself my best friend—and still does—waiting for me with a red hot offer of 3,000 bags of Alvarez El Molino Salvadors and 2,000 bags of Antigua Guatemalas which he said he wanted me to see before he offered them elsewhere. Oh yes, he said, they were two sleepers and he guaranteed their resale at a nice profit.

"I bit, and the deal cost me a loss of \$25,000, as my good friend forgot to tell me that the bottom had fallen out of the market over the weekend. Incidentally, he still likes to tell coffee men, with great delight, this story of how he stuck Bert Balart."

Well, even if Bert Balart didn't venture an opinion on the current-coffee market, he did tell us something about himself. When Bert was a boy of 14, back in 1897, in San Francisco, Henry W. Burmester, of the Ceylon Tea Co., offered a bicycle to the boy or man who would sell \$100 worth of coffee. Bert, being a natural salesman, had no trouble selling his quota. Mr. Burmester decided he had a good man for his sales force and offered Bert \$3.00 a week to sell coffee for him, with the additional opportunity of working in his store from 7 a.m. to 9 p.m., 11 p.m. Saturdays.

Bert figured that if he could sell coffee for someone else, he could do it for himself. He built up his own route, bought his coffee, roasted and operated under his own name. After seven years of this he opened his own store, which was located at 22nd and Mission. He carried a line of coffees and grocery specialties. He survived the 1906 earthquake and fire, and because of the demand for coffee, moved his roaster to Oakland. He was paid \$25. a day by Charles F. Theirbach for its use.

Charles F. was the father of the late George Thierbach, who at the time was still in knee britches.

Bert Balart continued to operate the store, but in 1911 sold out and went with Wellman, Peck & Co. as their coffee specialist. In 1918 he joined Schwartz Bros., known later as the American Finance and Commerce Co. coffee importers. In 1921 he bought a controlling interest in the Bain, Alexander Co. and changed the name to the Alexander Balart Company. In 1926 he sold out his interest in this firm. His next move was to connect with J. A. Jevne & Co., wholesale grocers of Los Angeles, in which his responsibility was the coffee department. Later

(Continued on page 48)

**COFFEE**

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# Editorials

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## More tea for the U. S.

Each new report on tea movements in this country continues to confirm a trend the industry had long been hoping for—a rise in tea consumption.

The industry was hoping for the rise, but didn't wait around for it. Through industry campaigns made possible by United States trade-producing country cooperation, through follow-up by packer organizations to grocer and restaurant outlets, through Tea Association initiative in developing such answers as the "two for one" formula—through all these measures, and more, the tea trade applied its force to enlarge the market here.

The results are beginning to be visible.

Tea volume is moving upward.

But the job is only beginning. The gain achieved must be held. Even more important, the increase must be continued—and if possible, its rate stepped up.

Are further increases in tea volume possible?

That's a question people *outside* the trade might ask. It should not be expected from a tea man—except as an indication that he is out of touch.

Dig anywheres among tea outlets and you'll find that grocers, restaurant operators and institution executives have no doubt at all that tea volume can be increased.

*What you also find are specific problems waiting to be solved, in order for them to handle more tea.*

Many of those problems are relatively simple. They are within the power of the packer salesman to solve. They remain unsolved only because the salesman hasn't tried to uncover them, probably because of a routine, complacent approach.

Other problems go deeper.

They bear on the relative weight of the industry campaign itself—and possibilities that would be opened by a new, bold approach to funds, in terms drastically larger than the sums now committed.

Still other problems bear on such fundamentals as brewing methods, particularly in restaurants and institutions; tea serving techniques; more effective merchandising, etc.

What are the problems? What are the solutions?

The answers, at this point in the history of the American tea trade, can make a big difference in the well being of every company in the field for years to come.

These questions will be weighed at the forthcoming convention of the Tea Association of the U.S.A., to be held at The Greenbrier, White Sulphur Springs, W. Va., September 27-30th.

Under the slogan of "Tea Tops the World," this eighth

convention will take inspiration from the part played by tea in the conquest of Mt. Everest and Annapurna. Already another great objective, more tea for the U. S., is in the first stages of achievement.

An expanding market for tea in this country will have tremendous significance—to this country in a broad economic sense, to the producing countries, to the industry as a whole, to you, as a member of a vigorous, growing industry.

No responsible tea man can afford not to be at the 1953 convention.

## Frost on the price of coffee

The world coffee trade was startled early last month by reports of severe frosts in Brazil, with heavy damage to coffee trees.

Prices promptly stiffened.

In this country, as weeks passed and roasters were forced to come into the market for replacements at higher prices, they were compelled to advance their own levels by about three cents a pound.

Attitudes here toward the frost reports varied. Skepticism was nurtured by the initial cables, which put the damage at fantastic levels.

In some quarters this skepticism was dominant. The reports were considered a maneuver by Brazil to put backbone into the price structure just when the new crop was ready to move.

Most members of the trade, however, felt that undoubtedly there was a basis for the reports, that this was no false cry of "Wolf!"

But the question was—and is—just how severe is the damage?

The accurate answer is not at hand, and can't be, until the fall flowering of the coffee trees. Then the impact of the frost can be more fully measured.

If the damage proves to be even as severe as the later estimates from Brazil, then the only conclusion can be that coffee has suffered a blow.

To the growers in Brazil a crop setback is bad news, as it is to any farmer, in spite of consequent price increases.

To the American coffee industry, the situation makes for grave difficulties, particularly in the restaurant and institutional field.

The industry here, as in the producing countries, will have to find new effort, additional resources to put into the campaign to expand the coffee market here.



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## shaping the future of Ceylon tea

By DR. J. LAMB, Director  
Tea Research Institute of Ceylon

Plucking tea in Ceylon

*Basic problems in the outlook for Ceylon's tea industry are raised in this forthright article by Dr. Lamb, from the annual plantation supplement of "The Times of Ceylon".*

All concerned with the framing of policy are likely to make mistakes. Most mistakes are to some extent excusable, but to make the same mistakes twice is foolish in the extreme, and there will be no excuse if Ceylon allows other countries to capture her market for quality teas.

There is little doubt that we can go on making quality teas for many years to come. Quality teas, however, must be produced at a competitive price, and there are limits to what our customers are prepared to pay for tea, even tea of high quality.

S. J. Wright, who recently visited Ceylon under the Colombo plan to advise on the possibilities for the mechanization of tea, was, soon after arrival, greatly concerned at the amount of labor used in producing a pound of tea. Mr. Wright, a former director of the National Institute of Agricultural Engineering in the United Kingdom, has a world wide experience in agriculture and a broad knowledge of the history of agricultural developments.

He was most concerned by the fact that the urge to mechanize agricultural production is usually caused by a shortage of labor. On the other hand, the production of tea in Ceylon involves 20 times as many laborers per acre than crops, such as potatoes and sugar beet, produced in the United Kingdom, with approximately the same gross value per acre, and these particular crops are regarded as being heavy on labor.

Since 60 per cent of the cost of producing tea is accounted for by laborers' wages, it follows, therefore, that some time in the very near future the output per laborer must be increased if wages continue to rise. It must be appreciated that the popularity of tea is intimately connected with the low cost per cup of beverage, and that any disproportionate increase in its cost will strengthen competition from other beverages.

It is unfortunate from our point of view that countries such as New Guinea and East Africa, with fertile land to develop, will be encouraged to evolve methods affording a high output per laborer in the early stages of development. At the present moment, however, the countries with long-established tea industries have a considerable advantage in technical knowledge and experience, and

are in a position to maintain a lead in all technical developments provided they are alive to the necessity for improving methods of production.

I am perfectly well aware that to many people in Ceylon the idea of mechanizing tea production is ridiculous. As a boy I have a vivid recollection of my father and my uncle, both East Anglian farmers, laughing at a tractor which had come to our farm to give a demonstration of ploughing. It had to be pulled off heavy land by a team of horses. The milking machine was considered to be even a greater joke.

In spite of the fact that the reaping machine had already revolutionized the harvesting of cereals, few British farmers had any faith in power-operated machines as little as 30 years ago. Ten or 15 years after the incident I have described the tractor had obviously come to stay and the milking machine followed close upon its heels.

S. J. Wright expressed the view that something approximating 70 per cent of Ceylon's tea areas could be mechanized to a considerable extent provided the tea bushes are replanted in a pattern which will allow mechanical implements to move between the rows and to turn at the end of the rows. There are, however, many difficulties to be overcome and, at a conservative estimate, it will take ten years to develop the machinery and methods necessary to make a success of mechanical aids to tea culture in Ceylon.

Considerable progress has already been made in the selection of high-yielding, high quality clones of tea, but unless these improved materials are planted in such a manner as to allow access to mechanical aids much of the advantage accruing from replanting will be lost.

The development of high-yielding high quality clonal material is, however, at present in its infancy and much remains to be done before replanting on any considerable scale can be attempted. The selection of high-yielding high quality blister blight resistant bushes is a longer process.

Proving such materials is an even longer task, for the highest yielding, high quality clones are useless in practice if they do not root easily from cuttings, and unless the rooted cuttings are then tolerant to transplanting. Furthermore, the plants used for replanting on a widespread scale must have vigorous and deep root systems if they are to survive intense periods of drought

(Continued on page 42)

# Why let the iced end



**"We have ice on hand every day** of the year and *give* a glass of ice water to each of our customers. But—we also use that ice to make Iced Tea all year 'round and *sell* it to our customers. There's more profit per serving in Iced Tea than any other beverage we *sell*. Iced Tea served and promoted all year 'round is producing 'extra' profits for our operation."

—Sylvester W. Becker, John R. Thompson Co., Washington, D. C.



**Ten dollars a day!** "People drink Iced beverages all year 'round, so we figured our company could make extra profits from Iced Tea by serving and promoting it all year 'round. The public has proved us 100 percent correct. We estimate that serving Iced Tea twelve months of every year has meant 10 dollars a day."

—Henry P. Jensen, Owner, Ole's Waffle Shop, Oakland, California.



**Profits formerly overlooked.** "We have found that in the winter, too, our customers demand and enjoy a glass of Iced Tea with their meals. We have been serving Iced Tea all year 'round for four years. Month by month, it has meant added beverage profits for our operation—profits we formerly overlooked."

—Veronica Morrissey, L. S. Ayres & Company, Indianapolis, Indiana.



**"With profit margins squeezed** between prices and increased costs, the 'extra added' beverage profits we've been making from serving Iced Tea all year 'round are very important to our operation. We first started to serve Iced Tea every day of the year about *four* years ago. Frankly, we were surprised at the good consumer response we got from the very beginning. Now we're 'picking up' the extra profits we had formerly overlooked."

L. Eugene Johnson, Blue Boar Cafeteria Co., Louisville, Kentucky.

# tea season in September?

## **Restaurant operators report extra profits when they feature Iced Tea all year 'round**

Experience has shown that when a hot-weather item becomes truly popular, a little effort can turn it into an all-year 'round seller.

Ice cream did it. And so did a certain cola drink.

Now Iced Tea is doing it, too! The restaurant operators shown here are just a few of

the many who have already started to feature Iced Tea the year around.

Since this trend is already under way and . . . since all of us stand to benefit—doesn't it make sense to push Iced Tea as an all-year beverage with your restaurant customers?

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Last month Coffee & Tea Industries renewed the Tea Leaves department, founded by the late Robert A. Lewis, five time president of the Tea Association of the U. S. A.

The Tea Leaves department will carry on in the tradition established by Mr. Lewis—that of a year-round forum for the tea industry.

As a forum, this corner welcomes comments, suggestions and articles from tea men everywhere. Feel free to pass along your ideas.

This month's subject was suggested by the stimulating

## Tea leaves

forum session conducted at the last Tea Association convention by C. William Felton.

Max Margolies, who took the floor then to speak on tea bags vs. tea balls, has been in the coffee and tea industry for 29 of his 45 years.

Seven years ago, with Louis P. Morrison, he organized the Tea Pack Co. as tea bag packers for the trade. He is an enthusiastic participant in tea trade activities.

# once and for all — it's "tea bag", not "tea ball"

By MAX MARGOLIES

"Teaball: a perforated metal ball to be filled with tea leaves and submerged in boiling water to make tea in cups"—WEBSTER'S NEW INTERNATIONAL DICTIONARY.

I deeply appreciate the privilege afforded me by the editors of COFFEE & TEA INDUSTRIES to write on a topic about which I feel rather strongly—"tea bags vs. tea balls."

Thirty or more years ago, when tea was gathered into a crude gauze, cheesecloth or cotton square and the ends were gathered and tied with a short string, the result was inaccurately described as a tea ball. It might have been called that to distinguish it in the trade from a tea bag, a flexible container into which bulk tea was then packaged.

The tea bag as we know it to-day—a paper pouch bag or a heat-sealed square bag—is more accurately described as a tea bag than a tea ball.

During the past years there have been many shapes of tea bags—round, pouch-shaped, square and oblong, among others. All but two have virtually disappeared. The most commonly used tea bags today are the pouch bag and the square heat-sealed bag. These have survived because of their greater effectiveness in the proper brewing of individual servings of tea.

The pouch tea bag, because of its shape, permits a greater expansion of the paper, thus allowing more infusion space. It fits better into the bottom of a tea cup and when covered with water the entire bag and its contents are completely immersed, permitting all of the tea leaves to expand fully. It is my own opinion that the pouch tea bag is best suited for home servings of individual tea.

The square heat-sealed tea bag has become popular, for one reason, because it can be produced on high speed equipment. It has received consumer acceptance since almost all of the national and regional packers have adopted and

promoted it. It is used to particularly good advantage in hotel and restaurant service of individual tea, because of its non-tangling feature—the string tucked under the staple.

Both types are tea bags and should be so labeled on their containers to avoid any confusion in the minds of the purchaser. The consumer should not be obliged to ponder and choose between tea balls and tea bags.

I have noticed that there is a tendency on the part of many of the older men in the tea industry to use the word tea ball when they are referring to tea bags. We should try to eliminate this misnomer from our own vocabulary. Having succeeded ourselves, it will be easier to educate the public in the use of the proper word.

I believe that with a little effort on the part of each of us in the industry, those few concerns still marketing tea bags as "tea balls" would change their labeling to the more widely accepted usage of "tea bags."

Our industry, through the splendid efforts of the Tea Council and the Tea Association, has made remarkable progress in the promotion of tea and tea bags. These organizations, cooperating in a concerted and unified action with the entire industry, have really made our country tea conscious.

If these organizations, through their respective committees, were to take note of the tea bag-tea ball situation, I am certain that, as in the past, they would receive the fullest cooperation of all in the trade.

In examining the leading dictionaries and encyclopedias for a definition of the word tea bag, I was unable to find one. I think this offers another point for industry initiative—getting an appropriate definition included in the next editions of these publications. This could be a step helpful in obtaining universal acceptance and usage of tea bag.

While going through these learned volumes, I came across an interesting item in the 1951 edition of the Encyclopedia Americana. Referring to tea brewing, it states that "the finest flavored tea is produced by pouring fresh and actively boiling water upon the tea leaves and allowing it to stand not longer than one and one half minutes." At least, they have half of the instructions right. But these

(Continued on page 44)



## **Iced tea publicity beamed at four targets, Fred Rosen reports**

The Tea Council's publicity program for iced tea this year is producing hundreds of thousands of dollars worth of free time on television and radio, as well as story and picture space in newspapers and magazines throughout the United States.

This is reported by Fred Rosen, public relations director of the Council, in an outline of planning, execution and preliminary results of the 1953 program.

As with hot tea, the Council conducts not one but four distinct programs for iced tea—aimed at the consumer, the grocery trade, the restaurant trade and the institutional market.

Using themes determined by motivational research (see: "Ideas that sell iced tea", July, 1953, *Coffee & Tea Industries*, Page 43), the consumer program includes the Hutchinson tour, an iced tea information kit, a clippingsheet for the weekly press, cooperative publicity with food and equipment organizations, a "Mrs. Iced Tea for 1953" promotion, an iced tea press party and a new recipe development and iced tea picture file.

The grocery campaign centers on these themes: tea is a good profit builder; tea sales are increasing; the smartest operators are paying more attention to tea as a long profit item which can be sold in volume and hence made a source of extra profit; iced tea should be sold hard "all summer long"; the power of the TV campaign; news

of the Council campaign and point-of-sale material available through contributing packers; the value of the Tea Council.

Stories were developed for 65 national and regional grocery trade magazines.

Material beamed to restaurants focuses on the two-ounce formula story of how to brew iced tea; profit in iced tea; sales success stories; how to handle iced tea correctly to build volume; the Tea Council campaign and available materials; the nationwide swing to tea.

The institutional campaign emphasizes the power and growth of the tea industry campaign; the unique international nature of the Tea Council organization; the enthusiasm of the American tea trade; trends in tea sales and consumption; the story of the campaign research and planning, including results achieved and recognition by authorities; full news campaign and Council activities.

Included in Mr. Rosen's report is a schedule of the material to be serviced to the various media. The material comprises newspaper stories, features and columns; food and recipe photographs; magazine articles; cartoon and mat panels; television scripts; a film script; radio scripts; the demonstration and information kits; the TV film; and clippingsheet.

With Mr. Rosen's outline are reproductions of some of the preliminary results—articles and pictures which have appeared in magazines, newspapers and trade papers throughout the country, and a map showing the location of the 200 TV stations reaching 60,000,000 Americans with the tea publicity.

A report with detailed results of the publicity program for iced tea will be submitted in the fall.

**IHW<sup>T</sup>  
E  
A**

### **Tea Service In Restaurants**

Your sales personnel can help improve Tea service in restaurants by advising the buyers of the importance of avoiding dry service and of the use of boiling water. By so doing they will help your own sales.

**IRWIN - HARRISONS - WHITNEY, INC.**

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)

**TEA IMPORTERS**

CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)

MEDAN (SUMATRA) • TAIPEH (FORMOSA)

# India's new tea regulation



By VALALE I. CHACKO,  
Publisher and Editor  
Planting & Commerce  
Ernakulam, India

The Tea Bill of India's Ministry of Commerce has several provisions in the proposed Tea Bill which are different from the previous Indian Tea Board Act and the Indian Tea Control Act.

Members of the new board would be selected according to rules to be framed by the central government. Subject to what the rules may be, as the bill now stands the number of members to represent each interest is not specified. The life of any board is not specified. It means that the government can declare in the rules how many members will represent each interest.

The chairman of the board was originally to be a paid appointee of the central government. The Commerce Ministry accepted an amendment that the chairman should be elected instead.

The executive committee of all statutory boards was previously formed by election from among themselves. Now this will be done according to the rules to be framed by the government.

Another important change is that all officials of the board drawing a salary of Rs. 1,000, or more, will be appointed only by the government. These officials do not have to be selected or approved by the public service commission, although the officials of the Ministry themselves have to be selected and approved by the public service commission.

The functions of the board have also been expanded.

The board can be dissolved by the government at any time it so wills. Under the act, there is no provision requiring any reason to be given for such dissolution of the board.

No new planting of tea is allowed unless permission is granted in writing on behalf of the board. This can mean that those allowed to plant under the 1950 International Agreement during the 1950-55 period may not continue planting operations unless permission has been secured to do so.

Although the excise on tea exported is a duty affecting only the tea industry and for purposes which are specified, the amount collected will be credited to the consolidated fund, or the general revenues. The government will pay to the board only such sums as it thinks fit from time to time. This may mean less money being turned over to the Board than the cess collected.

The government can fix prices and specify what quantity of tea can be sold to any particular person. The government can also vary and fix prices for each locality.

The government can order, or provide powers to the Board, so as to enable officials to search premises, vehicles, vessels or estates.

All acts and proceedings of the board are to be under government control. The government can cancel, suspend

or modify any action taken by the board. The board shall carry out any orders given by the government.

Any person authorized by the government or the board may enter a tea estate or any place where tea is stored or kept for sale and may demand the production of books and records for inspection. Any person obstructing such inspection is punishable with imprisonment which may extend to one year or a fine of up to Rs. 1,000 or with both.

The government may make rules for carrying out this act and reserves the right to modify, relax or suspend any provision under the act.

In the previous law in this field there was a provision that the government should consult the board on all matters affecting the industry in general. Under the new act, the government does not accept any such obligation.

## **Pakistan may have no tea for export if home consumption continues growth**

Pakistan will have no surplus tea for export in the next decade if her increasing rate of domestic consumption continues.

This possibility is suggested by the Pakistan Brokers of Chittagong. In their annual review, they state:

It is only now being realized, and even then slowly, that the Karachi and West Pakistan buyers are the backbone of the Chittagong tea market.

On examination of previous years' shipment figures, it is clear that Karachi will require, in 1953-54, not less than 22,000,000 pounds and in all probability will require considerably more than that amount.

During the past year, slightly more than 25,000,000 pounds were shipped to Karachi and while there have been small exports to Afghanistan and Iran, the major portion of this 25,000,000 pounds has been consumed in West Pakistan. It looks, therefore, as if the consumption in general is increasing steadily, and we already know that there are certain tea markets in the North West Frontier Province which require only the very best types.

It is very satisfactory to report that very good prices were paid last year for well made tippy teas and practically all such teas sold in Chittagong subsequently found their way to Peshawar.

As the internal market of Pakistan now absorbs 60 per cent of the crop, with West Pakistan itself taking up 50 per cent, it behooves all concerned to give this matter their most careful attention.

Since the present trends clearly indicate that internal consumption is increasing, it may well be that in the course of the next decade the entire Pakistan crop will be consumed in the country of origin.

## Canadian Tea, Coffee Association readies plans for 1953 convention

Convention committees of the Tea and Coffee Association of Canada are busy planning what promises to be the group's most active convention to date. The place for the event is the famous General Brock Hotel, Niagara Falls, Ontario. The dates—October 5th through October 7th.

At the business sessions, speakers will deal with basic problems of tea and coffee distribution and sales. The speakers will include Margaret Ball, of the McKim Advertising Agency, Ltd., who will deal with promotion problems; R. W. Dickson, manager of the Niagara Peninsula Division of the National Grocers Co., Ltd., who will talk on distribution problems between packer and retailer; and Vern Jantzi, first vice president of the Retail Merchants Association, Food Division, who will give the retailer's point of view.

Guest speaker at the association's annual dinner will be Lance Rumble, well-known dispenser of homespun humor.

Apart from the constructive business program, special attention is being given this year to recreation and entertainment. Sightseeing tours are being arranged, golf tournaments are being scheduled and there are even rumors of a square dance being organized.

### Tea for British travelers

With the assistance of special electric cooking and refrigerated cars and increased modern station facilities,

British railways this year, will serve 50,000,000 passengers with a varied menu, including more than 3,000,000 cups of tea.

### the future of Ceylon tea

(Continued from page 35)

which are periodically liable to occur over all the tea producing areas.

In the census of typical areas of tea undertaken by Dr. Tubbs in 1935 it was found that our tea areas carry many passenger bushes which are unworthy of the space they occupy. The replanting of Ceylon tea areas with material of even a moderate yielding capacity will, therefore, if uniform, result in a marked increase in yield. The possible advantages to be derived from replanting are immense.

One high-quality blister blight resistant clone at the Tea Research Institute gave an estimated yield of 1,500 pounds per acre three years after planting out in the field and over 2,000 pounds in the fourth year. The multiplication of bushes of even such outstanding vigor will, however, take many years if material for widespread replanting is required.

Generally speaking, it will be most unwise to replant large areas in one single clone because, although any particular clone may be resistant to blister blight, it may prove to be highly susceptible to other diseases or pests, and "to put all our eggs in one basket" would be inviting serious trouble. The number of really good clones so far developed is not adequate for extensive

(Continued on page 44)



Make use of the best —  
fragrant Japan Green Tea,  
mountain-grown for quality.

# Japan Tea Exporters' Association

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SHIZUOKA, JAPAN

Cable Address:  
EXPTASSN



## Tea Movement into the United States

(Figures in 1,000 pounds)

|               | April<br>1952 | May<br>1952  | June<br>1952 | July<br>1952 | Aug.<br>1952 | Sept.<br>1952 | Oct.<br>1952 | Nov.<br>1952 | Dec.<br>1952 | YEAR<br>1952  | Jan.<br>1953 | Feb.<br>1953 | Mar.<br>1953  | April<br>1953 | May<br>1953  | June<br>1953 |
|---------------|---------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|---------------|--------------|--------------|---------------|---------------|--------------|--------------|
| <b>Black</b>  |               |              |              |              |              |               |              |              |              |               |              |              |               |               |              |              |
| Ceylon        | 3,617         | 3,527        | 3,712        | 5,250        | 3,136        | 4,212         | 3,338        | 1,973        | 2,642        | 42,188        | 3,546        | 4,132        | 4,965         | 4,676         | 3,368        | 3,678        |
| India         | 4,645         | 3,312        | 1,667        | 1,752        | 1,982        | 4,361         | 3,173        | 2,725        | 3,593        | 35,804        | 3,798        | 3,343        | 4,982         | 3,988         | 3,288        | 2,524        |
| Formosa       | 171           | 128          | ...          | 18           | 19           | 12            | 10           | 41           | 115          | 1,581         | ...          | 77           | 70            | 79            | 238          | 52           |
| Java          | 725           | 521          | 733          | 818          | 369          | 757           | 569          | 496          | 570          | 7,814         | 400          | 299          | 818           | 792           | 543          | 513          |
| Africa        | 87            | 121          | 42           | 111          | 133          | 151           | 55           | 132          | 316          | 1,614         | 175          | 307          | 270           | 437           | 781          | 498          |
| Sumatra       | 368           | 308          | 380          | 150          | 148          | 235           | 34           | 129          | 120          | 2,217         | 280          | 405          | 314           | 287           | 705          | 341          |
| Congou        | ...           | ...          | ...          | ...          | ...          | ...           | ...          | 1            | 1            | 1             | ...          | ...          | ...           | ...           | ...          | ...          |
| Misc.         | 67            | 13           | 55           | 27           | 34           | 36            | 8            | 32           | 24           | 193           | 24           | 353          | 8             | 3             | 62           | 45           |
| <b>Green</b>  |               |              |              |              |              |               |              |              |              |               |              |              |               |               |              |              |
| Japan         | 37            | 80           | 105          | 571          | 694          | 473           | 212          | 192          | 38           | 2,483         | 73           | 25           | 114           | 58            | 107          | 87           |
| Ping Suey     | ...           | ...          | ...          | ...          | ...          | ...           | ...          | ...          | ...          | ...           | ...          | ...          | ...           | ...           | ...          | ...          |
| Misc.         | 5             | 10           | ...          | 11           | 20           | 15            | 49           | ...          | ...          | 118           | 34           | 8            | 28            | 9             | 47           | 15           |
| <b>Oolong</b> |               |              |              |              |              |               |              |              |              |               |              |              |               |               |              |              |
| Formosa       | 12            | 2            | 1            | ...          | 4            | 11            | 27           | 56           | 20           | 207           | 12           | 9            | 17            | 4             | ...          | 3            |
| Canton        | 2             | 3            | 2            | ...          | 1            | ...           | ...          | ...          | ...          | 26            | ...          | ...          | ...           | ...           | ...          | ...          |
| Sentd Cntn    | 9             | 10           | 2            | ...          | ...          | ...           | ...          | ...          | ...          | 32            | ...          | ...          | ...           | 4             | ...          | ...          |
| Misc.         | ...           | ...          | 1            | 5            | ...          | ...           | 5            | 1            | ...          | 10            | ...          | ...          | 15            | ...           | 6            | ...          |
| <b>Mixed</b>  | 4             | 10           | ...          | ...          | 8            | 6             | 8            | 3            | 4            | 92            | 6            | ...          | ...           | 12            | ...          | 2            |
| <b>TOTALS</b> | <b>9,758</b>  | <b>8,044</b> | <b>6,703</b> | <b>8,715</b> | <b>6,529</b> | <b>10,268</b> | <b>7,490</b> | <b>5,780</b> | <b>7,443</b> | <b>94,559</b> | <b>8,348</b> | <b>8,659</b> | <b>11,601</b> | <b>10,400</b> | <b>9,164</b> | <b>7,758</b> |

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

### "Tea Tops the World" is convention theme

"Tea Tops the World" is the theme of the 1953 convention of the Tea Association of the U. S. A., it has been announced by C. William Felton, chairman of the convention committee.

Tea played a key part in the conquest of Mt. Everest on May 29th, 1953, and of Annapurna on June 3rd, 1952.

Edmund Hillary and Tenzing Norkey, the Sherpa guide, who conquered 29,002-foot Mt. Everest, asked for tea before anything else after their descent from the peak.

Maurice Herzog, who led the expedition which conquered Annapurna, the 26,493-foot peak which at the time was the highest mountain ever climbed by man, credits tea with an important part in the success of the historic climb.

In "Annapurna," the best-seller he wrote about the expedition, he refers to tea at least 20 times. When he and a companion descended from the peak, tea was the first thing they asked for.

With the inspiration of "tea topping the world," the United States tea trade will review measures to accelerate the current rise in tea consumption in this country.

Tea already "tops the world" as the most popular beverage of mankind.

The convention is being held September 27th-30th at The Greenbrier, White Sulphur Springs, W. Va.

### Walgreen Drug Stores

#### featuring iced tea—

#### "All You Want — 10¢"

As part of its annual summertime promotion program, Walgreen Drug Co. is featuring again this year Lipton Iced Tea—"all you can drink for 10¢" in their 400 stores throughout the United States.

Arrangements for the tie-in were handled by Lipton's

Central Division Manager A. C. Fackert and Institutional Salesman V. P. Navratil, it is reported by the "Thomas J. Lipton News", company house organ.

Walgreen's iced tea promotion began at points south on April 1, and will continue for five months.

Giant colorful posters, picturing a tantalizing glass of Lipton Iced Tea, with lemon wedge, are displayed on Walgreen back bars. The same appetizing glass of Lipton Iced Tea appears in tent card form on Walgreen counters and tables.

Walgreen's tie-in with Lipton has proven profitable for both in past performances.

In 1952, two boys who took advantage of Walgreen's offer of all the iced tea you can drink for ten cents, downed 16 glasses each. In no time, word got around town, and luncheon counter sales showed a terrific increase as a result of the publicity.

### General Foods makes executive shifts

Several changes in management responsibilities have been announced by Charles G. Mortimer, Jr., executive vice president of the General Foods Corp.

Wayne Marks, vice president and controller, becomes a staff group officer. He will have reporting to him the General Food sales division and the corporate functions of advertising and merchandising, purchasing, traffic, and organization and administration planning.

The regrouping of responsibilities recognizes that Clarence Eldridge, vice president in charge of marketing, is at retirement age. Although Mr. Eldridge will no longer retain his present administrative responsibilities he will continue to counsel the company on marketing matters, reporting to Mr. Mortimer. He will also continue as a vice president and director of the corporation.

Edwin W. Ebel, director of advertising, becomes director of advertising and merchandising. The consumer service department will be added to his present responsibilities.

#### **Keen named head of Estabrooks, Montreal**

The T. H. Estabrooks Co., Ltd., Montreal, Canada, has announced the appointment of Harold L. Keen as president and managing director of the company.

Mr. Keen has had a wide experience in the tea industry and has been with Estabrooks and their associated companies for 22 years.

#### **Tea pack for gourmets**

For gourmets, S.S. Pierce, of Boston, offers a tea variety pack. Eight individual cartons of teas are placed in a tray and overwrapped with cellophane.

#### **the future of Ceylon tea**

*(Continued from page 42)*

replanting. Replanting a perennial crop is a most responsible undertaking, as mistakes may show their effects for 40 to 50 years.

There is, therefore, no room for complacency or stagnation in development in the years which lie immediately ahead. Provided that financial resources and research staff are commensurate with the task, there is no reason why the Ceylon tea industry should not maintain or even improve its position relative to other tea producing countries.

Research alone is, however, not sufficient to insure the survival of the tea industry in Ceylon, for replanting will require immense capital sums. At the present moment it appears as though replanting will cost something approximating to R's.3,000 per acre exclusive of loss of

profits while replanted areas are out of bearing. The possibilities for doubling or trebling our yield are quite real, but even if only half the present acreage is replanted, say, 300,000 acres, the colossal sum of 900,000,000 rupees of capital will have to be found.

Conditions favorable to the investment of this enormous sum in Ceylon tea must be created and maintained. Although I have no qualifications to express any opinion on political or financial matters, I feel that looking ahead in research projects is quite useless if subjects such as taxation, control of capital and security of investment are not given the most serious thought by all entrusted with the task of guiding Ceylon through the next 20 years of her history.

#### **it is "tea bag", not "tea ball"**

*(Continued from page 39)*

authorities should certainly be brought up-to-date on brewing time.

To come back to tea bags vs. tea balls, here is one more definition to point up the question. Funk and Wagnalls New Standard Dictionary defines a tea ball as "a perforated metal or porcelain ball to be filled with tea, or a little pocket of cheesecloth containing tea to be dropped in boiling water." Again, no mention of tea bags.

ARE we selling tea balls? The answer is so obvious that to state it would only be redundant.

This question of tea bags vs. tea balls is not the most decisive one in the industry. But by clearing it up, one more point of possible consumer confusion can be removed. And anything which does that is all to the good.

#### **Branch Sales**

##### **Offices:**

**BOSTON**

**CHICAGO**

**SAN FRANCISCO**

## ***Tea Importers***

# **HENRY P. THOMSON, INC.**

**120 Wall Street**

**New York 5, N. Y.**

**Member: Tea Association of the U. S. A.**

## better packaging can reduce distribution costs

Alert, aggressive packaging can do more to reduce the exorbitant costs of distribution than any other one factor, Walter S. Driskill, director and general sales manager of McCormick & Co., Inc., Baltimore, leading packers of tea, spices and flavors, told the recent AMA Packaging Conference.

Distribution costs absorb, on the average, 50 cents of every consumer dollar, Mr. Driskill reported. Through attention to population shifts, shopping hours, and above all to one-stop shopping with self-selection and self-service, supermarket retailers have cut their distribution costs from 45 to 50 per cent to between 16 to 18 per cent. Other retailers are beginning to adopt their pattern.

As a result, Mr. Driskill pointed out designing a selling package with "shelf velocity" is becoming more and more vital to the success of manufacturers and retailers alike. Money invested in the proper package design can certainly be the most profitable investment any manufacturer could make, and thus the package could easily become the lowest priced but at the same time the most productive salesman any organization could employ, he added.

We are in a highly competitive marketing era and one that will become rapidly more competitive in all lines of business in the months and years ahead, Mr. Driskill declared. "All other steps in the distribution picture are simply a means to an end, to get the product or package and the prospective purchaser together in some retail outlet," he said. "There the selling job must be done, and in many, many instances the package rises or falls on its own merit. Therefore it is easy to see why it is absolutely essential to have a talking package for any given product because this package, without benefit of human assistance, must sell itself to the consumer against other packages containing similar products merchandised one next to the other."

As retail business becomes more and more concentrated in fewer hands and self-service and self-selection become economically more desirable, we "are rapidly getting more and more into an era of impersonal selling—or perhaps better said—into an era of a selling package," Mr. Driskill said. Where brand substitution was once the function of the retail sales person, it is today the function of the package itself. As a result the package must be well designed, tailored to the product, and capable of literally selling itself.

Packages must be tailored to the markets they are trying to reach, Mr. Driskill warned. "The days of scatter-shot selling, hit-and-miss techniques, traveling the

side roads and hoping for the best are doomed, or shortly will be, so we must know where the potential exists for whatever products we are selling and the most profitable way of reaching this potential," he emphasized.

Since 1940 the population of the United States has increased 22 per cent, the number of children under 10 has grown 57 per cent, and the number of family households has increased by 33 per cent. This indicates, Mr. Driskill said, "a most favorable outlook for those manufacturers whose products are necessary for a happy childhood as well as those people who cater to the needs of children."

Eight new babies are born in America every minute, which means a potential new customer every seven seconds. Even if the birth rate should not continue at these extra-ordinarily high levels, the huge crop of children of the last few years will exert a marked influence on many lines of business activity, according to Mr. Driskill.

Rural population is declining relatively and urban population rising, but for the ten largest city areas, population growth since 1940 has been two and a half times as great in the suburban areas as in the cities themselves. This shift to the suburbs, Mr. Driskill pointed out, has been largely responsible for the development of one-stop shopping centers.

Before long, Mr. Driskill warned, there will be comparatively few sales tables where prospective customers and sales people meet face to face. "This fact presents a real challenge to the ingenuity of the packaging business," he declared. "All shoppers today, whether they be men or women, are highly intelligent and want to pick up a package which will tell a direct and honest story to encourage them to sample the various products."

### PMMI names program committee for convention

The Program Committee for the 21st annual meeting of the Packaging Machinery Manufacturers Institute, to be held September 20th-23rd, at Skytop Lodge, Skytop, Pa., has been announced by Edwin H. Schmitz, PMMI President.

W. B. Bronander, Jr., executive vice president, Scandia Manufacturing Co., North Arlington, N. J., will be the general meeting chairman. He will be assisted by E. A. Oliver, general manager, Economic Machinery Co., as chairman of the business meeting program; John B. Wilson, president, Wright Machinery Co., entertainment chairman; G. Diehl Mateer, G. Diehl Mateer Co., sports chairman; and E. J. Abendschein, general manager, Chisholm-Ryder Co., reception and fellowship chairman.

#### Gair appoints Bowen, Max

Wilbur F. Howell, secretary of Robert Gair Co., Inc., New York City, manufacturers of folding cartons, paperboard and shipping containers, has announced the appointment of George A. Bowen, Jr., as assistant advertising manager.

Mr. Bowen was formerly in the advertising department at the Otis Elevator Co.

Norman F. Greenway, vice president in charge of the folding carton division of Gair has announced, the appointment of Dr. Keith Max as his assistant in charge of the paperboard production of the folding carton division. His headquarters will be at the general offices of the company in New York City.

#### Issues folder on superfine pulverizing

A new folder on pulverizing by air attrition and impact has been issued by the Schultz-O'Neill Co., Minneapolis, manufacturers of grinding machinery and other equipment for spice packers.

The folder gives details on a machine which provides simultaneous classification and recycle of oversizes as it pulverizes.

The folder is available on request from Schutz-O'Neill.

#### Publicity Associates now Bernard L. Lewis, Inc.

Publicity Associates, Inc., public relations counsel to the American Spice Trade Association, has changed its name to Bernard L. Lewis, Inc.

Mr. Lewis is the head of the organization.

#### retail tea, coffee methods

(Continued from page 12)

sedan delivery trucks were preferable had been posed by a member.

Summarizing Jewel's experience, their fleet manager said that walk-in trucks cost 50 per cent more to operate, but that they found they could not operate the business out of a sedan delivery truck. More customers could be served with less fatigue to the routeman and the merchandise kept in better order in a walk-in. Widely varying practices were shown in members' reports on the frequency of trading-in equipment. Jewel plans on every five to six years, with other firms running from one to five years.

One of the most interesting and lively discussions of

the meetings was precipitated by Mr. Eibert's report on his company's experiences in leasing a fleet. The advantages, Mr. Eibert pointed out, were that the firm need not be concerned about insurance, management or investment in equipment, and they found the cost to be very reasonable. Complete cost, including gas, oil, license, etc., averages about \$25.00 a week, he reported. All new equipment is furnished, with trucks changed every 18 months, and two wash jobs a year included. All gas, oil and running expenses are charged with accounts handled by the leasing firm.

(To be continued)

#### silo storage

(Continued from page 9)

the entire blending operation has been reduced to a relatively simple matter. And, incidentally, while operation is completely automatic, we clean at the same time we blend.

With the amount we have been able to save in labor in our operation, the saving would be really tremendous if thought would be given and methods developed for the shipping of coffees in bulk from the producers.

It is done with grain. Why is it not possible to do it with coffee? The saving in bags, weighing, sewing, wastage, and handling would surely be tremendous and would in a short time pay for the installation of equipment necessary to green coffee in bulk.

*Allows More Cleanliness*—Our coffees are cleaned seven times in the processing, three of these cleanings being done in our green coffee storing operation.

*Saves Floor Space*—The plate foundation supporting our storage bins is only 14 feet wide by 40 feet long, so you can readily see we save a great deal of floor space when we have a capacity of over 500,000 pounds of green coffee.

*Evaporation or Shrinkage*—A truly even temperature of the coffee in storage seems to add character, especially when several varied chops are blended and aged together.

*Inventory Is Easier*—It is a very simple matter for us to take an inventory, as it requires merely a measurement of the height of the coffee in the bin, the weight per cubic foot of the particular coffee being checked, and a chart giving the cubic foot capacity of that particular bin.

VANILLA BEANS



ZINK & TRIEST CO.

15 Lombard Street

PHILADELPHIA PA.

Established 1885

**B. C. IRELAND, INC.**

AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

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For over 90 years the recognized source  
of supply

**THURSTON & BRAIDICH**

286 Spring St. New York, N. Y.



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# THE FLAVOR FIELD

## Section of Coffee and Tea Industries, formerly The Spice Mill

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### India's pepper industry

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#### First of Two Parts

*This article, written for the Malabar Produce Merchants' Association, discusses pepper from a viewpoint usually presented only indirectly in this country. The author is a pepper planter. He is located in W'yad, India.*

Among the various commercial crops of Kerala, pepper occupies a unique position today. With the steady increase in its price during the past six years, pepper plantations which stood either neglected or totally abandoned during depression days, have become centers of systematic cultural operations again.

In prewar days it was common to come across totally deserted, jungle clad, miserably kept estates of pepper here and there. Planters had come to the conclusion that the days of pepper were over and the sooner they diverted their attention to other crops, the safer it was for them. Even in those gardens where pepper vines survived, the yield was extremely low, as a cumulative effect of depletion of soil fertility, absence of cultural operations, adverse climatic conditions, attacks of pests and diseases, damage by stray cattle, etc., spread over a long period.

The second world war broke out and the price of pepper, as was the case in other products, took an upward trend which served as an eye-opener to many a depressed or doubting planter. The increase in price was steady, commensurate with the prolongation of the war, and the total price position at the time of cessation of hostilities was taken due note of by the planting community, as a sure sign of brighter prospects for the future.

The fact that, in prewar days India's annual production was 20,000 tons, towards the total world production which stood at 87,000 tons, bears evidence to our prominent place in the industry.

It is unnecessary to go into the historical details of pepper in India. A spate of writings on this aspect makes it clear that India grew pepper even in the pre-historic period. Thus it is handed down to us, right from that period, and accounts are there to show that India supplied pepper to various countries of the world right from the 4th century B. C. We had built up a trade in this commodity with countries like Greece, Egypt, England, etc., by the 7th century A. D., and attracted the attention of a few other countries also.

Kerala pepper once enjoyed a great reputation in the world market. Circumstances so transpired, in the period intervening between then and now that our reputation diminished and production dwindled, while other countries, like Malaya, Java, Siam, etc., stepped into the field.

Now that the world situation in terms of pepper production

and trade has swung in our favor, it behooves us to make the best use of the changed conditions and to resuscitate the industry on a national scale.

Pepper thrives well in areas up to 3,000 feet above sea-level. It grows well under conditions of 60 to 120 inches of rainfall. In South India it is cultivated on an extensive garden scale, as well as to a restricted extent in backyards of houses, in isolated patches, etc. Although no accurate data is available in regard to the extent of cultivation and quantity of production, it is estimated that in South India, we have a total area of 207,700 acres under this crop, yielding nearly 24,000 tons of produce per annum.

As a rule, pepper can be grown with a fair degree of success in almost all kinds of soils with a mixture of humus, sand and gravel. But conspicuous success not only in the matter of yield but also in the longevity of the estates is insured in areas where the soil consists of a higher percentage of humus and a combination of sand or gravel. In brief, the soil best suited to pepper cultivation should be such that while it should be quite porous and responsive to cultural operations, it must be equally capable of absorbing and retaining the maximum nutritive content and moisture, releasing them to the vines when they are most needed. As for the topography of the land, it is an accepted belief that plots which slope towards the south are to be ruled out.

Seed cuttings are collected from the bottom portions of the mother vine. Vines which branch off at the bottom sections of the stock are removed and cut into pieces, with five nodes per cutting. Thus the cutting may be about two



Relaxing during the Bedford Springs, Pa., convention of the American Spice Trade Association were (clockwise from left) William MacMillan (facing away from camera), Jacobus F. Frank, Indonesian Ambassador Dr. Ali Sastroamidjojo, Mrs. Jacobus Frank, ASTA President John J. Frank, Mrs. John J. Frank, Madame Sastroamidjojo, Emric Balint, Mrs. William MacMillan, Mrs. Emric Balint, Mrs. Karl H. Landes.

feet long. It is well to treat the cuttings under nursery conditions to aid "rooting" in order that they may get themselves established much earlier than the unrooted ones after planting on the estates. Planting of unrooted cuttings at the rate of eight or ten cuttings per standard, which is in vogue, is as uneconomic as it is unscientific. Most of the unrooted cuttings fail to get themselves established after being planted in estates when there is even the slightest variation in climatic soil and other factors, whereas rooted, cuttings come up well much quicker and in spite of climatic variations.

About 2,000 to 2,500 cuttings will plant an acre.

Selection of seed cuttings have to be done under strict supervision, lest vines of unbearing types get into the lot. To undo the mischief at a later stage is extremely costly. Seedlings can be raised from seed pepper, but this is not a practical proposition.

### India to license pepper freely to soft currency countries

The government of India is reported to have decided that the export of black pepper should now be licensed freely to all permissible destinations in the soft currency areas, including Holland, Hongkong, Singapore, Thailand, Syria, Lebanon and Tangier, but excluding the French Settlements in India.

Until now, while the export of black pepper to hard currency countries was governed by open general license, quotas were being announced for soft area countries.

Quotas had become necessary owing to reports that some of the European countries imported black pepper from India only to export it to the U. S. A. at cheaper price, for the purpose of acquiring dollars. This position does not now obtain, and the export of black pepper to soft currency countries is to be licensed freely.

The export of black pepper to the French settlements in India is allowed on the basis of exports made during the year 1948.

### Durkee names Wright New England manager

Appointment of Robert W. Wright as New England manager for all Durkee Famous Foods products has been announced by Harvey L. Slaughter, general manager, Durkee Famous Foods division, The Glidden Co.

A veteran of 20 years in the food business in New England, Mr. Wright for the past two years was administrative assistant to Paul D. Hursh, general manager of Durkee's Elmhurst, N. Y., operators.

Previously, he served a similar period as Durkee's Elmhurst, New England district manager.

### See smaller Montana, Alberta mustard crops

The mustard crops in Montana and Alberta have been damaged by hot weather, it is reported.

This applies especially to the late crops. At the same time the early crops, in spite of good plant growth, are not going to yield as large as they should. The hot weather caused the blossoms to drop off prematurely.

The crop condition, together with the reduced acreage, compared to last year, will result in a drastic drop in production, it was stated.

### Establishes affiliate in South Africa

Polak & Schwarz announce the establishment of its 17th affiliated company, located in Roodeport-Johannesburg, South Africa. J. Ph. C. Wessing has been appointed managing director.

### New market for coffee?

Goldie Boo, of St. Petersburg, Fla., charged in her divorce suit that her husband, Gustav Boo, insisted that his mongrel dog, Tootsie, have coffee at the table with them every morning.

### Off-hour profile

(Continued from page 32)

he was coffee consultant for the American Can Co.

During World War II he was loaned to the government, had much to do with coffee rationing, and worked out of Washington under the Quartermaster General.

Bert Balart's parents were from Barcelona, Catalonia, Spain. Once an independent state, Catalonia had a language of its own. Although Bert was born in New Orleans, he learned the language from his parents and still speaks it like a native Catalanian. This is not Castilian as any Catalanian will tell you.

Bert and his wife do much travelling now, but he longs to be busy again. He started early selling and roasting coffee, and it is hard to get the aroma out of his blood.

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# "true fruit flavors" — and FDA rulings

By DR. J. W. SALE, Director  
Beverage Division  
Food and Drug Administration

*This article is from the report by Dr. Sale to the recent convention of the Flavoring Extract Manufacturers' Association. Dr. Sale revealed at the convention that he is retiring September 1st.*

We continue to receive inquiries about "true fruit flavors," and now and then a complaint that they are not entirely "true fruit." Our views regarding them, as reflected in older correspondence, was substantially as follows:

"Genuine fruit flavors made according to good commercial practice from approximately 25 to 50 pounds of fruit per gallon flavoring without the addition of plant extractives or artificial flavoring in any proportion, may be named 'strawberry (etc.) flavor,' without qualification. It has been our experience that when artificial flavor in the usual proportions is added to these fruit extractives, the effect is to change the identity of the article and make an imitation of it, as the flavoring strength of synthetic flavoring ingredients is nearly always very much more intense than that of fruit extractives. Consequently, we have held that such mixtures must be labeled as imitations as required by Section 403(c) of the Act.

"In the case of flavoring mixtures of true fruit extractives containing other natural plant extractives in which the flavor of the fruit named predominates, we have not objected to a name such as 'Strawberry Flavor with Other Natural Flavors,' all words to be displayed in the same type. To justify such a name, as much fruit ingredient should be present as in the corresponding fruit flavor without additives. In all cases of such labeling, we have held that more than half of the flavoring strength should be derived from actual fruit."

More recently, however, we called the attention of a correspondent to the risk of not adhering closely to the conditions on which the opinion was based. Instances have come to our attention where users of these flavorings represent their beverages, gelatins, desserts and other food as either true fruit products or true fruit flavored products. This is, of course, very confusing, and makes it difficult or impossible for the consumer to distinguish between beverages and other foods containing actual fruit juices and those which contain flavors that may be imitation flavors.

Manufacturers should follow literally the conditions on which the original opinion was based, and produce flavorings in which the true fruit flavor predominates, in accord with the representations made to us at that time by flavor predominates, in accord with the representations made to us at that time by flavor manufacturers.

As opportunity offers, we intend to investigate more thoroughly industry practice with regard to these products, particularly in the light of court decisions handed down since the opinion was originally expressed in August, 1939.

Regarding a proposal to increase the flavoring strength of flavoring extracts above normal, we said:

"We see no objection to your using somewhat larger amounts of flavoring ingredients than are necessary to produce extracts and flavors of the required minimum flavoring strengths, without advising the purchaser that they are somewhat stronger than usual. However, if the flavors are materially stronger than is customary, it is conceivable that some users may spoil their batches of cake, etc., by over-flavoring, if there is no indication of the greater flavoring strength in the labeling. If claims for greater flavoring strength than are usual are made in the labeling, they should truly represent the facts without exaggeration."

Also on this subject, we said:

"If the article actually has four times the flavoring strength of single-strength vanilla extract made from 13.35 ounces of beans per gallon, the name 'Double Strength Vanilla and Vanillin (Artificial) Extract' is ambiguous, as it is likely to be construed to mean that the finished article is double strength. It may be labeled to show that it is four-fold flavoring, strength or merely 'Vanilla and Vanillin (Artificial)'."

As many of you manufacture or repack artificial colors for use in food, drugs and cosmetics, you will be interested in the following excerpt from our correspondence:

"Whenever certified colors are returned to a manufacturer, he should keep records showing what was returned, who returned it and what disposition was made of the returned goods. If the seals on returned goods are not intact, the colors are of course not certified."

Our records show that not all manufacturers of liquid coal-tar colors realize the necessity of certifying every batch of liquid color which they manufacture, even though the primary colors they buy are certified. It will not suffice to have certified merely the first batch of liquid color, but each succeeding batch must be certified also. Moreover, adequate records of all batches of liquid colors must be kept as required by section 13512 of the Coal-Tar Color Regulations.

Regarding the labeling of a flavoring mixture of essential oils and synthetic flavoring ingredients, we said:

"Such a mixture should not be sold as a vanilla flavor base or concentrate . . . We have no authority to devise or suggest labeling and it is your responsibility to select a suitable name for it. We know of no common or usual name for such a mixture and therefore, will not object to a non-descriptive name which is not misleading."

With regard to a proposal to name a flavor with a coined word suggesting vanilla we replied in part as follows:

"We diluted the flavoring according to directions on the

(Continued on page 55)



# New York News

■ ■ Front Street took Brazil's frost news in stride—but only because the Street, out of necessity, has developed a remarkable ability to handle diverse situations as they come along.

There were a few days of widespread waiting and doubt. Then some roasters, who were low in inventory, decided there might be some fire behind the smoke and came in for replacements.

What ensued was a busy time for the Street, especially compared to the relatively quiet weeks before.

Since most of the companies were on vacation schedule, it meant that those who were carrying the ball had to run faster and harder.

Right now the feeling seems to be to wait for the fall flowering, somewhere about mid-September. Then a better picture of the next crop will become available.

■ ■ Jos. Martinson & Co., Inc., packers of Martinson's Coffee, has gone into the candy business.

Martinson's is now manufacturing a hard coffee candy. Food experts, it is reported, say the product has a true coffee flavor.

Shaped like real coffee beans, the candy is individually wrapped in red and gold paper bearing the Martinson trade-marks.

The ingredients of the candy are said to be Martinson's Coffee, fresh cream and corn syrup.

Martinson's Coffee Candies went on sale in New York chain food stores, without advertising or promotion. The product received immediate acceptance,

President Joseph B. Martinson reported.

Pleased with the initial response, the company has decided to expand the distribution into other outlets handling confections, like candy shops, gift shops, newsstands, cigar stores, etc.

The candy is now packed in six-ounce cardboard containers with cellophane windows, or in bulk. Other packages, such as acetate gift boxes, are under consideration.

■ ■ Guy Snyder, head of Anderson, Clayton & Cia., Ltda., in Brazil, flew back to that country after a three week visit to New York and to the Houston offices of his company.

While here, he spent considerable time at C. A. Mackey & Co., Inc., agents for Anderson, Clayton.

■ ■ Mark L. McMahon has discontinued his agency and brokerage business at 135 Front Street to join Otis McAllister as their representative in Brazil on a permanent basis.

Mr. McMahon set up the Front Street business last fall after leaving the Office of Price Stabilization on August 8th, 1952. He had been chief of the imported foods section, which handled price regulations on coffee, tea, spices, cocoa, etc.

Mr. McMahon joined OPS in January, 1951. Before that he was active with Nash & O'Brien, the green coffee brokerage house.

During World War II he was in the office of the Quartermaster General for three and a half years as chief procurement specialist. In this capacity he was not only in charge of coffee buying

for the Armed Forces but also supervised its transportation, processing and distribution. In addition he did purchasing for the Red Cross, Lend Lease and the civilian feeding programs sponsored by the government.

■ ■ Anderson & Harrison, 128 Front Street, have been elected members of the Green Coffee Association. They are brokers and agents, representing accounts in Domingo, Haiti and Africa.

Between the two partners, George Anderson and Victor Harrison, the firm represents an unusually well rounded background in coffee—from the green end through to roasting and packing.

Mr. Anderson, in the green coffee end since 1927, was with Steinwender, Stofregen. He then joined Christian Arndt, Jr., as head of his green coffee department. Later he bought out the Kenmar Coffee Co., a roasting firm, although he continued with some green business. He has now returned entirely to green coffee.

Victor Harrison started in coffee in 1936, working with his brother George Harrison, president of the Harrison Coffee Co. He supervised operations from roasting through to soluble processing when the Harrison plant was located on Stone Street.

"You can see," Victor smiles, "Why we feel we understand the problems of the roaster."

Anderson & Harrison was formed in March, 1952.

■ ■ In town on a vacation visit from Los Angeles is Victor J. Cain, of W. J. Morton, Inc. Mr. Cain is also Southern correspondent for COFFEE & TEA INDUSTRIES, formerly The Spice Mill.

Traveling with his wife and four children—two boys and two girls—Vic flew to Chicago where he picked up a Ford Country Squire.

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# San Francisco Samplings

By MARK M. HALL

■ ■ Importers report they are doing business, part of which may have been stimulated by the recent rise in coffee prices due to the freeze in Brazil. The middle of summer is, however, never a very active season.

The news of the freeze brought a rush to buy Colombians in place of Brazils. Supplies of sweet or clean cupping coffees are about off the market. It had been expected that the market would be firm until the pressure was relieved by coffees from Central America and Mexico, but the freeze only accentuated the situation. Some of the importers are not obtaining the offers they would like, and the high prices are making some roasters hesitate. However, there would seem to be ample coffee on hand—judging from the imports into San Francisco, an increase of 12,589 tons for the first six months this year over last, and a 2,143-ton increase this June over last June.

■ ■ The Western States Tea Association luncheon given to Charles F. Hutchinson, or "Hutch" as he is affectionately known, retired U. S. Tea Examiner, was a great tribute to this outstanding personality. The affair was chaired by Joe Bransten, president of M. J. B., who paid high tribute to Hutchinson's contribution in raising the standard of tea grades in the United States. Telegrams were read from Bob Smallwood, of Lipton's, Anthony Hyde, executive director of the Tea Council, and others, congratulating Hutch on his record and wishing him well in his retirement.

Hutch is traveling by bus with his wife, and he says that beside the advantage of costing him less it is the best way to see the country.

He has been in television shows in Cleveland, Chicago, Denver, Los Angeles, Dallas and Savannah.

He has been trying to tell women how

to boil water for their tea, and having a lot of fun doing it. Hutch has also been making a few suggestions on iced tea.

Hutch said that when he faced the time to retire he thought it could be done quietly. It was not the case, however. A big farewell party was given for him in New York, and he has had a lot of publicity since. He hopes that he has done some good in advocating proper brewing of tea.

■ ■ Last April 1st, Edward C. Ramsey, head of the coffee department of the Geo.



Edward C. Ramsey

W. Caswell Co., celebrated his 50th year with the company. He is now on his next 50, according to his testimony.

As he walked into his office on the above date, he was greeted by Mrs. Edgar J. Malmgren, daughter of the founder; Mr. Malmgren, president of the company; and members of the entire Caswell force. Mrs. Malmgren presented him with a beautiful Hamilton wrist watch, upon which was engraved: "To E. C. Ramsey, in appreciation of 50 years of constant loyalty, 1903-1953, from the George W. Caswell Co."

Later in the month 60 members of the firm attended a banquet for him. Through the generosity of Mr. and Mrs. Malm-

gren, an extended trip is being given to Mr. Ramsey. He will determine his own itinerary.

Ed Ramsey was 18 years old when he began to work for the Geo. W. Caswell Co. The only member of the firm who is older is C. Burnley, vice president. Mr. Ramsey began at the bottom, grinding and packing. Now he is head of the coffee department, vice president in charge of buying and blending.

Mr. Ramsey is recognized as one of the top men in the coffee industry in the city. He was recently called upon to give a talk on the Lee Giroux television program. His theme, of course, was coffee tasting and blending. Mr. Ramsey loves his work, and if he makes the next 50th milestone, he will have enjoyed every foot of the way.

His hobby is fishing. Even if he does not catch his fish, just the thrill of a bite is enough for the day. He has a vacation cottage on Lake Tahoe where he does his trout fishing. He also goes after bass in the Bay. At least, he will have plenty to occupy his time for the next 50 years.

■ ■ Bay area members of PCCA contributed 23 five gallon coffee jugs to the Red Cross Canteen service for supplying hot coffee on the San Francisco docks to returning servicemen. The committee in charge of the project was headed by Joe Bransten of M. J. B., assisted by Andy Glover, of Manning's, and Harold Gavigan, of B. C. Ireland. All members contributed and the quotas were oversubscribed. Prior to the work of this committee, the Red Cross did not have enough coffee jugs to take care of the peak arrivals of soldiers from overseas.

■ ■ Tom Duff, of Leon Israel, is traveling through Europe and expects to spend about six weeks. He will visit England, France, Germany, Italy and Spain.

■ ■ This is a last reminder of the WSTA picnic at San Mateo Memorial Park on August 30th. Eddie Castleman, the man who supplies the juicy steaks, will be there with his chuck-wagon. There will be presents for the kids and plenty of refreshments for the "boys."

■ ■ E. H. Feasey, general production manager of Thomas J. Lipton, Inc., was

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a recent visitor to the Coast and to the offices of his company in San Francisco.

■ ■ Mr. and Mrs. Pedro A. Balda, of Manta, Ecuador, with their sons, Raul, Hugo and James, and their daughter, Olga, made an automobile tour last month through the western United States. He is of the firm, Cia. Anonima Balda Industrial Mercantile, one of the leading shippers of Ecuadorian coffees. While in San Francisco, he made his headquarters at the Weldon H. Emigh Co., Inc.

Weldon H. Emigh, of the firm bearing his name, is in South America on an extended tour of the coffee countries. He will visit Ecuador, among other countries.

■ ■ According to Stanley Evans, of the Harbor Board, Port of San Francisco, June imports of coffee through the Port were 11,014 tons. The same month last year the figure was 8,871 tons. The first six months of this year total 89,220 tons; the same period last year, 76,631 tons.

■ ■ Robert Quinlan, of B. C. Ireland, with his family, spent two weeks at the Royal Hawaiian Hotel in Honolulu. While Bob was basking in the hot sun of the tropics, the cold freeze hit Brazil and made coffee prices go sky-high. He did not let the news interfere with his vacation.

■ ■ Charles H. Wheeler, executive vice president of the Pope & Talbot Lines, is on an extended trip to South America with his wife.

■ ■ Peter Grace, president of W. R. Grace & Co., was a visitor last month at the local offices of the company.

## **Southern California**

By VICTOR J. CAIN

■ ■ Frances and Charles Mack, of the E. B. Ackerman Co., Inc., made a trip to

the San Francisco Bay area, combining business with pleasure. Later they ventured down to the stamping ground of the Pacific Coast Coffee Association, namely, the Del Monte Lodge. There they enjoyed a day and came on back to Los Angeles by the scenic ocean route, which is incomparable.

■ ■ Mr. and Mrs. William A. White, of the Huggins-Young Co., spent ten days down at his hunting and fishing club in Mexico. They were later joined by Mr. and Mrs. Bill Waldschmidt, of Otis McAllister in Los Angeles.

From what Bill White told us, there is no place just like this club, both from the standpoint of fishing and the wonderful food. As is Bill White's habit, he uses his own plane to pilot himself down and back, so that the distance is no great matter.

■ ■ Fred Hartley, of J. Aron & Co., Inc., New York City, recently visited his home in Pasadena before leaving for Santos. Fred was formerly assistant to the coffee buyer at Haas, Baruch & Co., before this firm was bought out by Smart & Final. Fred will go down to work in their Santos office in the capacity of an export, as well as an import man, and will undoubtedly come back with much valuable information. The Los Angeles trade wishes Fred the best of luck in his new endeavor.

■ ■ Earl Lingle, of the Lingle Bros. Coffee Co., expects to spend part of his vacation with his son, Dick, at the Boy Scout Camp at Catalina. Earl is first class in many of those aptitudes required of young boys today, so he should be very helpful to Dick on his first encampment.

■ ■ Charlie Nonenmacher, of Jewel Tea, recently brought his young son, Allen, home from the hospital in San Jose, Calif., where he was being treated for a serious injury suffered while swimming

in the ocean. Allen has shown much improvement in these last few months, and we look for him to be around in the not-too-distant future.

■ ■ John Mack, of the E. B. Ackerman Co., Inc., is off on another trek to Guatemala, for a look-see first hand at just what is happening with the politicians in that country. He expects to return within two weeks.

## **St. Louis**

By LEE H. NOLTE

■ ■ The St. Louis Coffee Club has set Tuesday, October 20th, as the day to help the Jas. H. Forbes Tea & Coffee Co. celebrate its 100th anniversary.

The celebration will take place at the Glen Echo Country Club, with cocktails at 6:30 p.m. We are expecting an attendance of about 350.

■ ■ The midsummer golf party of the St. Louis Coffee Club was played over the course of Norwood Hills Country Club.

The Blind Bogey was won by Jim Jensen, O'Connor Coffee Co.; low gross score by Ed McCleery, Ferd Dahlen Co.; low net by Joe Frimel, coffee broker; hole-in-one by Louis Lichtenstein, president, Superior Box Manufacturing Co.

Guests were W. R. Scruggs, Illinois Central Railroad, and Harry Springrose, Beihl & Co., steamship lines.

About 30 men sat down to dinner, and a good time was had by all. After dining we returned to the card rooms for more fun.

■ ■ The St. Louis Coffee Club invited the Chicago Coffee Club for the Inter-Club Golf Tournament, which will be held September 17th at the Norwood Hills Country Club. Representing St. Louis will be Walter Landman, Ed McCleery, Tom Brinker and Jim Jensen.

## **John MacMahon, ex-coffee expert**

for Reid Murdoch, dead at 90

John MacMahon, former chairman of the board of Reid, Murdoch & Co., wholesale grocers, died in Chicago at the age of 90.

Born in Waterford, Ireland, he came to Chicago as a youth and got his first job as an elevator operator for Reid, Murdoch in 1882. He worked in several departments, eventually becoming a national authority on coffee, visiting every country in which it is grown.

In 1903, Mr. MacMahon was appointed secretary of the company. He became a director in 1916, a vice president in 1920, and first vice president in 1934. A year later he was made chairman, from which position he resigned in 1945 after the company became a subsidiary of Consolidated Grocers Corporation.

## **Cory makes electric coffee grinder again**

J. W. Alsdorf, president of the Cory Corp., Chicago, has announced that the company is again starting production on the Cory electric coffee grinder.

The Cory grinder will be identical to the previous

model. It will be known as Model DEG and will retail for \$29.95, tax included.

## **Maxwell House sets up**

separate sales division

In order to match the rapid growth of its coffee business with improved and expanded sales and service facilities, the Maxwell House division of the General Foods Corp., has established a separate sales department, according to J. K. Evans, Maxwell's general manager.

Maxwell House was formerly sold through G. F.'s sales division. The new sales force will serve the nation's retail and wholesale grocers.

Paul E. McGowan, now general manager of the sales division, has been appointed to the newly-created post of national sales manager for the Maxwell House division.

Mr. McGowan joined General Foods in 1930 as a coffee salesman in Jacksonville, Fla., advanced through district and regional-manager posts in the sales division and was named general manager of the unit in 1950.

Herbert M. Cleaves, formerly marketing manager for the Associated Products division, will succeed Mr. McGowan.

# New Orleans Notes

By WINONA McKENNON

■ ■ Mr. and Mrs. W. D. Roussel left New Orleans for New York to embark on the Ile de France for a two-month vacation abroad. They plan to visit several countries before returning home.

■ ■ Emile Karl of the Mincing Trading Co., New York City, was in town recently, making his headquarters at the offices of W. D. Roussel & Co., Inc.

■ ■ Earl Bartlett, Sr., of the American Coffee Co., was a guest speaker at the annual convention of the Jitney Jungle stores held at Jackson, Miss.

■ ■ Erywaldo Krausche, of Pinho Guamaeres, Santos, with Mrs. Krausche, was a recent New Orleans visitor. They were accompanied by Arthur Anisansel, vice president of Hard and Rand, New York City. While in the States, Mr. and Mrs. Krausche visited the Pacific Coast, Chicago and New York City.

■ ■ Mr. and Mrs. Alvin Zander, of Zander & Co., Inc., have returned from a sojourn in Canada where they visited Minaki lodge, Minaki, Ontario.

■ ■ Word has been received here that Mr. and Mrs. Benjamin Champney of Guatemala, are in New Hampshire and will arrive shortly in New Orleans for a visit on business and pleasure.

■ ■ The trade is looking forward to the coming Southern Coffee Roasters' Association fall convention, to be held in New Orleans on October 9th. Plans are being made to assure its complete success.

■ ■ Ovidio Mora S., manager of Pastor Plua Bustamante, Manta, Ecuador, with

Mrs. Mora, were recent New Orleans visitors. He made his headquarters at the offices of his agent, Charles Schmidt. Mr. and Mrs. Mora also visited Los Angeles, San Francisco, Chicago, New York City, Washington and Miami.

■ ■ Walter Bown, of Otis McAllister's Houston office, called on friends in the trade here recently.

■ ■ David Kattan has accepted the invitation to speak at the Mid-South World Trade Institute at Oxford, Mississippi, in September.

■ ■ J. Norcom Jackson, of S. Jackson & Son, Inc., has returned from a trip through Holland, France, Switzerland, Germany, France and Italy.

■ ■ Alec Evans of the Griffin Grocery Co., Muskogee, Oklahoma, recently called on the trade here after visiting his son, who is stationed at Keesler Field, Biloxi, Miss.

■ ■ I. B. Robertson, Jr., has announced that his business, formerly at 218 Board of Trade Annex has been terminated as of July 1st, 1953.

■ ■ Frank Ennis, of Kansas City, Mo., for many years a prominent roaster in that city, recently visited New Orleans.

## Vancouver

By R. J. FRITH

■ ■ It was announced at Victoria that a building permit has been taken out there for the construction of a warehouse and offices for the W. H. Malkin Co., Ltd.,

teas and coffees. Work is scheduled to start this summer.

■ ■ J. B. McKay, who succeeds George Macomb as chief executive in the Vancouver offices of Standard Brands, came on to Vancouver to become British Columbia manager for his firm. He brought with him the news that Standard Brands would introduce its Chase & Sanborn special vacuum restaurant pack to the restaurant trade in British Columbia. This product is one of the company's top specials, Mr. McKay said.

## Household items lead list of premium items

offered, PI survey shows

An analysis of 533 offers by 224 advertisers during the past year, compiled by Printers' Ink, shows a decided emphasis on premiums that may be generally categorized as household items, the magazine reports.

Nearly half the list, about 260 offers, is made up of such items as cutlery, dinnerware, canister sets, kitchen gadgets and even blankets, with the emphasis on cutlery offers.

Items for children, offered by makers of products for general family consumption, such as cereals, were the second most popular premiums.

No other single category approached these major groups in numbers, Printers' Ink said. The third ranking group was stationery products, such as gift wrappings, pencils and greeting cards.

Other items included jewelry, toilet articles and items for pet owners.

The magazine declared that the increased cost of premiums was reflected in a larger number of advertisers who were requiring larger cash payments than in previous years. Last year, for the first time, no cash consideration was below ten cents.

## WILMER T. von GOHREN Coffee Broker

with access to coffee stocks of the entire market.

**Selling Agent**  
for reputable coffee exporters.

306-307 Natchez Bldg.

New Orleans 12, La.

Member: } Green Coffee Assn. of New Orleans  
The New Orleans Board of Trade, Ltd.  
International House

Cable Address:  
WIVGO

## FELIX J. VACCARO

305 Magazine St., New Orleans 12, La.  
Cable Address: FELVAC Phone: MAgnolia 3688

Special attention to the requirements of roasters' selections; quotations and samples submitted on request.

### REPRESENTING EXPORTERS IN:

Santos, Rio de Janeiro and Victoria, Brazil; Guayaquil and Manta, Ecuador; Managua, Nicaragua; Havana, Cuba; San Jose, Costa Rica; San Pedro Sula, Honduras; Ciudad Trujillo, Dominican Republic.

Sub-Agent in Principal Markets

**ROASTERS REPRESENTATION SOLICITED**

## W. D. ROUSSEL & CO., INC.

**GREEN COFFEE**

Agents for  
**HARD & RAND, INC.**

422 Gravier Street, New Orleans, Louisiana

## C. H. D'ANTONIO & CO.

**Coffee**

**BROKERS • AGENTS**  
203 Board of Trade Annex, New Orleans, La.

**Equipment to buy?**  
**Equipment to sell?**

Let the classified column of COFFEE  
AND TEA INDUSTRIES help you.



## **King Coffee to sell vacuum-pack to consumers via restaurant accounts**

John E. King, Jr., president of King Coffee, Inc., Detroit, has announced that his company, which before sold coffee only to hotels, clubs and restaurants, will offer for the first time their top Cafe Royal blend in vacuum packages for the home. They will be sold exclusively through restaurant outlets.

Some months ago the company made a survey of their 2000 Michigan accounts, which showed that (1) many people dining out ask to buy some of the coffee they drink, and a surprising demand could be expected; (2) restaurants were generally interested in handling the coffee as a customer service.

The survey also disclosed the interesting fact that many industrial restaurants keep a supply of vacuum packed coffee on hand in case of emergency. Their regular coffee supply comes in paper bags which do not protect freshness over an extended period.

The coffee will sell for \$1.05 per pound. There are two grinds—"regular" for percolator and drip, and "extra fine" for vacuum coffee makers. The grind and the proper method to use are shown by diagram on the side of the can.

The can—in yellow, red and brown—was designed by King Coffee, Inc., and the American Can Co.

### **PACB using variations of coffee-break theme**

Two variations on its familiar coffee-break theme are being featured in its summer advertising by the Pan-American Coffee Bureau.

Full page advertisements in color in *Life* and *The Saturday Evening Post* are emphasizing "Give Yourself An Iced Coffee-Break." Copy describes the pre-cooled and "jiffy" methods of making coffee and includes recipes for coffee frosted and coffee walnut sauce. The effort is being supported in the Bureau's spot radio campaign through the summer to August 31st.

In another full page color advertisement in *The Saturday Evening Post* and *Life* the theme emphasizes highway safety—"Make Your Coffee-Break a Coffee-Stop."

The highway safety coffee-stop program is also being promoted during the summer months through an extensive publicity campaign.

### **Light-bulb test promotes iced coffee**

The New York Metropolitan area is being treated this summer to an advertising campaign using newspapers, television and subway posters to sell Medaglia d'Oro iced coffee, packed by S. A. Schonbrunn & Co., Inc.

On television and in newspapers, a dramatic light-bulb test is used to demonstrate and prove the richer color and body of Medaglia d'Oro as compared with other coffees.

"See the difference as the light shines through the glasses," the copy suggests.

### **Lipton offers picnic set premium**

Lipton's iced tea premium offer this summer caters to one of America's great summertime diversions: eating outdoors.

The premium item is a 24-piece colorful picnic set that's available to everybody for \$1.00 and a Lipton Tea or Tea Bags box top.

The picnic set was consumer tested before it was selected as a premium item. It was shown to a sizeable cross-section of housewives along with other possible premiums, and the picnic set came out away ahead in preference.

Made of durable Styron plastic, each set includes four each of the following: plates, cups, knives, forks and spoons. There also are two combination mustard paddles and picnic forks and one salt and one pepper shaker.

Colorful newspaper ads plus Lipton's radio-TV "Talent Scouts" show are pushing the picnic premiums.

### **To open Toronto branch**

Dodge & Olcott, Inc., New York City, one of America's oldest essential oil houses and suppliers of flavor bases, will soon open a branch office in Toronto, Ontario.

The Toronto branch will be managed by John Thompson, a native of the city. Mr. Thompson has been a sales representative in the industry since 1945, covering Toronto and Ontario.

### **true fruit flavors**

*(Continued from page 49)*

label and found it had such an outstanding flavor of coumarin that we are not certain that it will be accepted by purchasers as an imitation vanilla flavor. The flavor characteristics are those of an imitation tonka flavor."

You, of course, are well aware of the fact that the old advisory definition for vanilla extract, issued under the Food and Drug Act of 1906, makes no reference to the moisture content of the beans, which varies substantially. On this point, we said:

"Pending consideration of a standard for vanilla extract under the Federal Food, Drug, and Cosmetic Act, we are of the opinion that not less than ten ounces of vanilla bean solids should be used per gallon of the finished extract. This corresponds to a moisture content of 25 per cent in the beans."

On a moisture-free basis, 9.35 ounces of beans would be equivalent to 13.35 ounces of beans of 30 per cent moisture content per gallon.

In terminating my last appearance before you as a representative of the Food and Drug Administration, I would like to pay tribute to the late beloved Ole Salthe, who did so much to foster cooperation between the food industries and the Food and Drug Administration, by quoting a statement which he made to you in Chicago in June, 1940:

"This matter of regulation is something which primarily affects the consumers and industry, with the government acting as monitor. The purposes of Congress in enacting these laws—to safeguard the public health and prevent deceit upon the purchasing public—will best be realized by compliance and not by punitive action. It should only be necessary to take punitive action against those who are not interested in the protection of the consumer. In order to obtain compliance there must be constructive cooperation and understanding between all groups . . . consumer, industry, and government. Through the medium of this law, the food industries have a splendid opportunity for winning the confidence of the consumer. It is the answer to the consumer movement as it relates to food."

# CLASSIFIED ADVERTISEMENTS

Rates: Single Column 1/2" \$3.50; 1" \$6.00  
2" \$11.00; 3" \$15.00; 4" \$18.00  
Situations Wanted: 5c per word. \$1 minimum.

## EQUIPMENT WANTED

**WANTED:** Packaging Line, Labeler, Cap-  
per, and Mixer. Address Box 147, care of  
Coffee and Tea Industries.

## WANTED !!!

URN FAUCETS TO RE-GRIND. WORK  
DONE BY EXPERIENCED MEN ON  
LATEST TYPE AUTOMATIC PRECISION  
MACHINES. PRICES REASONABLE AND  
WORK GUARANTEED. WRITE FOR DE-  
TAILED INFORMATION

**GRAND-OLIVER COMPANY**  
DIVISION F  
546 W. FULTON STREET  
CHICAGO, ILLINOIS

**WANTED:** Grinding Mills for spices. Also  
packaging equipment. Give full details in-  
cluding age, condition of equipment and best  
cash price. Address Box 100 care of Coffee  
and Tea Industries.

**WANTED:** For cash purchase. Burns Therm-  
alo Roaster, complete. Gump Coffee Grinder.  
Submit full details including condition and  
best cash price. Address Box No. 200 care of  
Coffee and Tea Industries.

## EQUIPMENT FOR SALE

**FOR SALE:** 1—Pneumatic Scale 60/min.  
Packaging Unit. 2—Jabez Burns 4-bag  
Coffee Roaster, complete with blowers, ex-  
hausters, cooling trucks; Standard Knapp  
Auto Gluer-Sealer & Comp. belt; 1—Model  
A & 1 Model B Transwraps; 2—6" Bright-  
wood Box Machines, m.d.; Roball Sifters;  
Mikro Pulverizers; Mixers up to 7,000 lbs.  
Partial listing. What have you for sale?  
CONSOLIDATED PRODUCTS CO., INC., 16-  
19 Park Row, New York 38, Barclay 7-  
6600.

## BETTER COFFEE

can be made in  
**Clean Equipment**  
Write for a sample  
package of

## COFFEE URN CLEANER

**WALTER R. HANSEN**  
P.O. Box 91, Elgin, Illinois



**JOHNNY-ON-THE-SPOT**  
the one and only,  
all-in-one  
**portable  
electric urn**

boils water and  
brews coffee  
at its best!

no installation—no gas  
no plumbing

2 sizes: 5-gal. & 3-gal.  
Convenient carry-case available

**TRICOLATOR COMPANY, INC.**

321 Jelliff Avenue, Newark 8, New Jersey

TRICOLATOR (CANADA) LTD., 22 COLLEGE ST., TORONTO  
ONTARIO, CANADA

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## Chicago

By JOE ESLER

■ ■ Standard Brands Inc. will have a  
fine display of their instant iced tea  
at the National Food Distributors con-  
vention this month. C. Waterhouse will  
be in charge. Tea will be served during  
the convention.

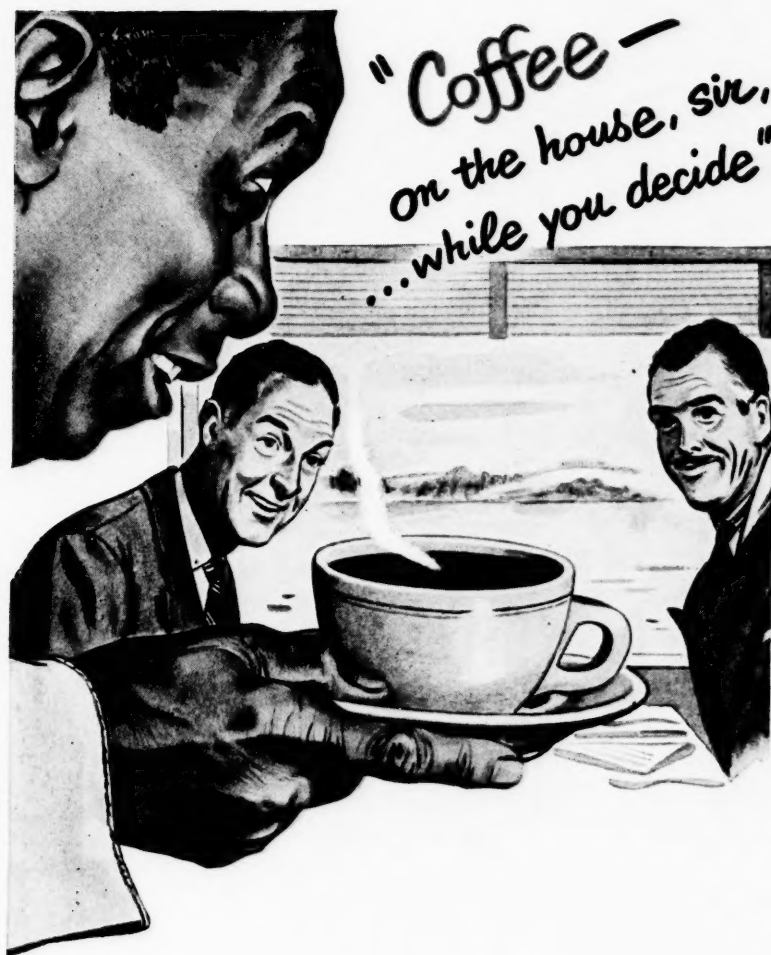
■ ■ General Mills is introducing an  
automatic coffee maker with Tru-Perk-  
Flavor dial for mild, medium strong  
flavor and makes 3 to 9 cups and auto-  
matically keeps it at serving tempera-  
ture.

■ ■ The 28th annual golf tournament  
of the Chicago Coffee Club will be held  
at the Medinah Country Club August

27th. Bob Otten of Ruffner, McDowell  
& Burch, Inc. will be chairman assisted  
by George Kasper of the National Tea  
Co., and Donald Stewart of Stewart &  
Ashby Coffee Co. Many out of town  
coffee men will be on hand including  
the prize golfers from the St. Louis  
Coffee Club.

■ ■ Roger J. Kasper, formerly of Kas-  
per Bros. has been named president of  
Grocers Wholesale Co-Op, Inc. of Des  
Moines, Iowa. He succeeds the late  
W. E. Ray.

■ ■ Bob Spurgeon, sales manager of  
S & W Fine Foods, Inc., has been  
named manager of the Chicago division  
succeeding Wallace Foot who resigned.  
Spurgeon has been with the company  
for seventeen years and is well known  
to the coffee trade.



*Producers of*

**Don Carlos Medellins • Otis Armenias**  
**Otis Manizales • Rollo Bucks**  
**Otis Coatepecs • Central Americans**  
**Venezuelans**

**and those Team-Mates of Quality**  
**Genuine Custom-Built Vintage Bourbons**

**OTIS McALLISTER**

*Established 1892*

310 Sansome St.  
SAN FRANCISCO 4

510 N. Dearborn St.  
CHICAGO 10

321 International Trade Mart  
NEW ORLEANS 12

837 Traction Ave.  
LOS ANGELES 13

1 Main St., HOUSTON

216 S. 7th St., ST. LOUIS 2

129 Front St.  
NEW YORK 5

228 King St., East  
TORONTO 2

Pier 59, SEATTLE 1

MEMBER OF **NCA**

**A** welcome gesture anywhere, anytime! More welcome than ever because it's Coffee . . . America's favorite "Good Morning" beverage!

Roasters who make it their business to offer their customers only the *finest*, welcome the kind of coffee—and the kind of service—they get from Otis McAllister, selectors and importers of quality coffees since 1892.





*Importers of  
Green Coffee*